

CHEMIST & DRUGGIST

The newsweekly for pharmacy

May 10, 1986

a Benn publication

New contract —
Minister to
reconsider
appeals system

Complaint to
Statutory
Committee for
unlicensed PI

NPA Board —
C&D spotlights
Class of '86'

Drug abuse in
Victorian era

Merger of
commerce and
trade bodies
backed by NPA

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IN THIS ISSUE

New contract — Minister to reconsider appeals system

...as PSGB states its case

920,947

Hayhoe to go in Cabinet reshuffle?

921

Complaint to Statutory Committee for unlicensed PI

Society backs PI Council statement with action

923

Belfast wholesaler Haydock puts on a show

942

Drug abuse in Victorian Lancashire

950

Contract packaging

962

Special feature

NPA Board — C&D spotlights 'Class of '86'

962

Merger of commerce and trade bodies proposed

966

Comment	919	News from Germany	937,940
Topical reflections by Xrayser	924	Coming events	965
PL(PI) List additions	926	Business news	966
Letters	926	Classified advertisements	968
Prescription specialities	928	Appointments	970
Counterpoints	929	People	970

COMMENT



Last week the Pharmaceutical Services Committee laid claim to many of the amendments tabled to the NHS (Amendment) Bill, which will effect the new contract and allow Government to make good over-underpayments to NHS contractors, as it entered its committee stage. This week evidence of the Pharmaceutical Society's behind-the-scenes activities is to be found in the Council report (p947).

The Society has long campaigned for a national appeals procedure when a contractor's application to a Family Practitioner Committee sub-committee is disputed locally or regionally. Minister for Health Barney Hayhoe has now promised to reconsider the system of appeal he is planning for pharmacists refused NHS contracts. He will do well to heed the advice of both PSNC and the Society, that any national appeal



mechanism be constructed to avoid any frivolous contest that might cause unjustified delay. National appeal under the impartial and eminent chairman suggested by the Society will avoid charges of bias or favour. And, if such a process shifts the cost towards the centre without increasing it, then the public will benefit into the bargain.

However, Mr Hayhoe appears to have been alerted to a possible loophole in the Bill that might have allowed "entrepreneurial" contractors to take

compensation money, and close down, only to re-open in another neck of the pharmaceutical woods. *Chemist & Druggist* is sure that such a possibility would never have crossed the minds of any contractor and, by implication, PSNC is of like mind (p920). Apparently Mr Hayhoe is not going to take any chances! The pharmacist's enviable, or uneviable reputation for beating the system — depending on your position — this time has rebounded against him.

Perhaps PSNC has a similar notoriety within the DHSS. Mr Hayhoe says he will not allow it rights of consultation and agreement before any clawback is effected. Then, as now Barney will be able to recover the taxpayer's money and run to the Treasury. Pharmacists who chase the fast buck will be chased even faster in the future. Doubtless they will get into training.



Hayhoe to re-think contract appeals

Health Minister Barney Hayhoe has promised to reconsider the appeal system planned for pharmacists who are refused NHS contracts under the Government's new contract legislation.

During the committee stage of the NHS (Amendment) Bill, Mr Hayhoe came under strong pressure from Labour and SDP MPs to drop his plan for a local appeals system and replace it with national machinery. The Government says national-level appeals would be bureaucratic and clumsy. But Labour spokesman Dr John Marek argued in the committee that a national appeals tribunal could work effectively if its terms of reference were clear enough. He was supported by SDP health spokesman Charles Kennedy.

Mr Hayhoe eventually promised to re-examine the issue and see if a compromise could be reached "satisfactory to the profession" as well as to the Government (see also p947).

Mr Hayhoe also promised steps would be taken to stop pharmacists opting out of NHS contracts under the new legislation in one area and rejoining in another. Labour spokesman Frank Dobson complained that pharmacists would be eligible for severance payment of up to £22,000 for dropping their NHS work but would still be able to rejoin the NHS in another area

almost immediately, under the present terms of the Bill. Mr Hayhoe accepted this was a problem. He promised it would be prevented either by regulation or, if necessary, by adding a new clause to the Bill at report stage.

He also promised the "two kilometre rule" for distance between NHS pharmacies would not be interpreted rigidly in rural areas or other places where geography or other factors caused problems for patients. But he rejected an amendment from Tory back benchers Roger Sims and Dame Jill Knight who wanted a clawback of other payments to pharmacists to be made by the DHSS only "after consultation with and agreement with the contracting profession."

Mr Hayhoe said that would "give the profession an absolute veto" on clawbacks which he could not allow. The amendment was withdrawn.

PSNC assistant secretary Peter Boardman welcomed Mr Hayhoe's apparent change of heart on the national appeals system. It was something PSNC had been lobbying heavily for, he said. However, the question of preventing a pharmacist who took compensation from rejoining the NHS in another area was something new, he said.

The Bill is expected to complete its committee stage in the Commons next Tuesday.

MP for Eccles, on the recruitment problem, Mr Hayhoe said the management side of Whitley Council had made a "substantial pay offer" designed, in part, to ameliorate the problem. The offer of £700 on the basic grade scale and an extra £400 on basic grade and staff scales for those involved in out-of-hours duties is considered insufficient by the staff side, who have other concerns.

The Sun on the grounds that such a claim was contrary to the code unless a Product Licence had been granted. The CAP Committee noted that the advertiser had previously been advised of the need to license products for which health benefit claims were made.

It requested an amendment to remove the implication that the product was being offered as a cold treatment.

Vitalia had submitted new advertising copy which seemed satisfactory, CAP said.

Opren records must be released

A High Court judge last week warned doctors and health authorities to hand over the medical records of hundreds of alleged victims of the drug Opren — or face court orders for disclosure.

Mr Justice Hirst, in the first public comment on the cases by a judge, said that the refusal of health authorities to make records available to alleged victims' lawyers was causing "unnecessary expense and delay".

He urged doctors to "respond readily and promptly" to requests for records and said that if they were not forthcoming the court would order disclosure unless there were very special circumstances. After the hearing, Manchester solicitor Mr Roger Pannone said lack of co-operation by health authorities in providing medical records was "a general problem".

Opren was withdrawn from the UK market in August 1982. It is alleged that people who took the drug suffered side-effects ranging from premature death to hair loss, acute skin conditions, and eye, liver and kidney damage.

Mrs Valerie Walker, from Newcastle, is suing Eli Lilly; its UK subsidiaries, Dista Products, Lilly Industries and Lilly Research Centre; the company's former sales manager, and the Government's Committee on the Safety of Medicines and its drug licensing body.

The judge said that for a year Newcastle Health Authority refused to hand over Mrs Walker's medical records. They were only made available after a High Court summons. He said the authority could not be blamed for refusing because there had been no clear statement by any court on what it should do. But he was taking the unusual step of giving a ruling on a preliminary matter in open court to make it clear that medical notes and records were "essential" to all the Opren cases.

The judge said that in similar cases, where no special consideration of confidentiality was invoked, the court would almost certainly order the health authority to disclose records. He sought to allay health authorities' fears that disclosed records might be used to sue them over Opren prescriptions. Someone receiving a document disclosed in legal proceedings could not use it for any purpose other than the case in hand, he said.

Mr Pannone said it would be at least a year before any of the cases could be brought to court.

Cold comfort

The Guild of Hospital Pharmacists will have received little comfort from the pronouncements this week of the Health Minister Barney Hayhoe.

Responding to written questions from Labour backbencher Lewis Carter-Jones,

Zincold gripe from PAGB

A Proprietary Association of Great Britain complaint against a Zincold 23 advertisement by Vitalia has been upheld by the Code of Advertising Practice Committee.

The PAGB objected to the claim "When there's nothing to lose but your cold — Zincold" in an advertisement in

No-one needs to take potassium iodide tablets

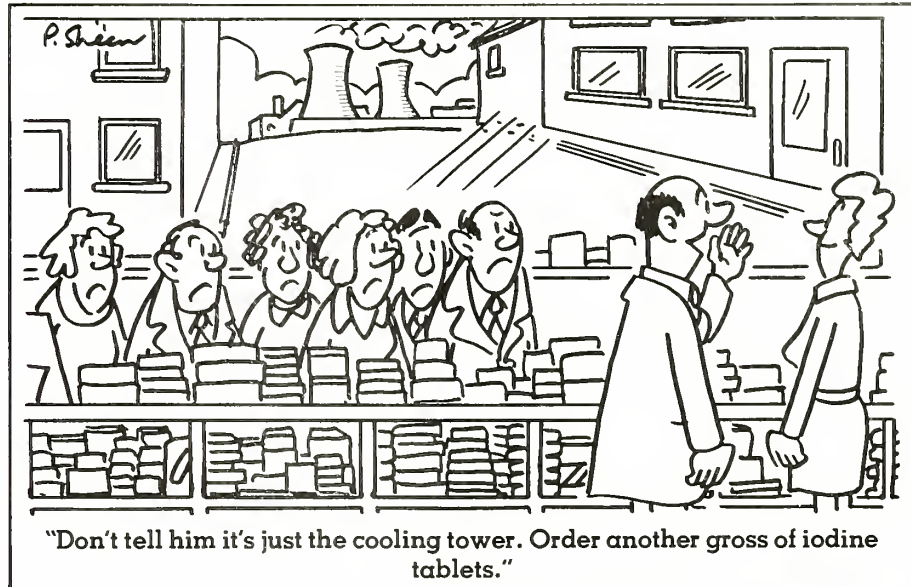
There is no need for anyone in Britain to take potassium iodide tablets to prevent radioactive contamination from the Soviet nuclear disaster fallout.

Environment secretary Kenneth Baker told the Commons on Tuesday.

And pharmacists who are being asked to supply tablets should inform the public of this says the Department of Health. They are concerned that members of the public will take the potassium iodide tablets unnecessarily and may experience adverse effects including nausea, vomiting, skin rashes, and swelling of the salivary glands. Prolonged use may lead to underactivity of the thyroid gland.

The sudden rush on potassium iodide tablets began early last week after media reports that in parts of Sweden and Poland where radioactive contamination of milk and water had occurred, people were queueing up to buy potassium iodide. (KI selectively taken up by the thyroid gland, would protect it from the radioactive iodine vapour released from the Chernobyl reactor). Its use is only recommended in areas where the level of radiation is high enough to be of danger, and the dose required is related to the level of radioactive iodine in the atmosphere which would have to be measured in each case.

The information department at the National Pharmaceutical Association began receiving calls on Tuesday from



pharmacists who had had increased requests for the tablets. Sixty calls were received on Thursday. Head of the department Mrs Colette McCready says they had expected some calls and had begun to prepare information accordingly. They had worked closely with the DHSS, its medical officers and the Nuclear Radiological Protection Board in compiling advice for pharmacists. NPA director Tim Astill says they had decided against issuing a Press release for members as it might cause alarm and could result in panic buying no matter how strong the assurance that supplies were unnecessary.

Travellers returning from affected areas are being given the opportunity of radiation monitoring and advice. Individual advice for specific countries should be sought from the appropriate embassy or the Foreign and Commonwealth Office 01-213 3716/5866. Returning travellers who are concerned should go to their GP.

Other inquiries to the National Radiological Protection Board on: 0235 831600, 0532 679041, 041 440 2201.

both create the need and provide the opportunity for pharmacy skills to be put to better use in advising patients and doctors on the use of medicines."

Hayhoe to go?

The axe is poised over the head of 60-year-old Health Minister Barney Hayhoe.

He is one of a group of middle ranking ministers whose period of office is likely to be terminated to enable the Prime Minister to satisfy the aspirations of younger junior ministers.

Up to now Mrs Thatcher has timed her ministerial reshuffles to coincide with the long Parliamentary recess — usually in September/October — but the early departure of Sir Keith Joseph as Education Secretary may change this process.

Welsh move into Derbyshire

The Welsh School of Pharmacy is to establish a satellite unit of its Medicines Research Unit within Derbyshire Royal Infirmary.

The satellite will provide staff accommodation, and teaching and research facilities for pharmaceutical staff at the Royal Infirmary, including facilities for visiting workers from Cardiff. The major objective is the further integration of professional, clinical and educational services for pharmacists at the DRI and Welsh School.

The two first got together in 1982 and several DRI staff members are currently studying for higher degrees from the Welsh School. Studies have been completed or are nearing completion on the optimal use of drugs in the elderly, drugs in continuing care, and surveys on medicine cost and distribution. The new arrangements will formalise the arrangement and enable the introduction of these research findings back into professional practice. And from October, the School and the Southern Derbyshire Health Authority are to introduce a post-qualification Diploma in Clinical Pharmacy for junior hospital pharmacists.

The University of Wales Institute of Science and Technology will pay a rent for the premises which ostensibly become a part of the University's Medicines Research Unit. Southern Derbyshire district pharmaceutical officer Mike Cullen, becomes associate director of the Medicines Research Unit, and will be responsible for the day-to-day running of the satellite.

The arrangement anticipates a Nuffield Inquiry recommendation that the schools of pharmacy and health authorities work closer together in the provision of education.

Fowler backs pharmacists

The opportunities for pharmacists to play a bigger role in primary health care were again emphasised by Mr Norman Fowler, the Social Services Secretary, when he addressed the World Health Assembly in Geneva on Wednesday.

He said there has been great changes since the pharmacists' main function was to make up medicines himself. "Most medicines are now supplied by the manufacturers in a form suitable for dispensing and increasingly in a form for direct supply to the patient".

Mr Fowler said at the same time medicines had become more numerous and more potent. "These developments

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PSGB complains about dispensed unlicensed PIs

The Pharmaceutical Society's Council is to complain to the Statutory Committee about the professional conduct of a superintendent pharmacist whose company has dispensed unlicensed imported medicines.

At this month's Council meeting it was reported to the Law Committee and Ethics Committee that on March 18 one of the Society's inspectors, acting as agent for a

complaint, had taken a prescription for a POM inhaler to the pharmacy concerned. The medicine handed to the inspector was found to be an unlicensed imported product and was not labelled to indicate the pharmacy from which it had been dispensed.

After considering the ethical implications of the breach of Council's statement on imported medicines, the Ethics Committee recommended, and the Council agreed, that a complaint should be made to the Statutory Committee about the pharmacist's conduct.

Council also accepted a recommendation of the Law Committee that a matter relating to the infringement of the labelling regulations should be referred to the Statutory Committee.

New AIDS virus in West Africa

A new AIDS virus has been isolated in West Africa.

According to Dr Simon Wain-Hobson, Institut Pasteur, Paris, the new virus may escape detection by the current detection kits and new tests will have to be developed. The virus, known as HTLV IV or HIV2 (human immune deficiency virus 2), has been isolated from patients with AIDS symptoms and from healthy prostitutes in West Africa.

Speaking at a Press seminar on AIDS held in London on Tuesday, Dr Wain-Hobson said it was too early to say whether HIV2 was more or less pathogenic than the original HTLV III (or HIV1) responsible for the AIDS epidemic in Central Africa. The viruses did not appear to be mutants of each other.

Another speaker, Professor Robin Weiss, Institute of Cancer Research, London, warned that as areas such as the Gambia were popular with British holidaymakers there was a "frightening prospect" of the new infection being brought to the UK. He was also concerned that once the AIDS viruses became colonised in man they might adopt new methods of transmission.

Dr Philip Mortimer, Public Health Laboratory Service, Colindale, also referred to the "horrifying" increase of AIDS in Central Africa, which was a "concealed catastrophe" similar to the recent Soviet nuclear disaster, with many cases going unreported. He believes travellers to that area should be warned of the risks. The disease was being transmitted by heterosexual contact, not just between homosexual men.

Dr Mortimer predicted that in the UK

there would be 3,000 deaths from AIDS between 1985-89, with a further 2,500 sufferers for whom the prognosis was dire. This compared with 1,858 deaths from polio between 1945-49 and 65 deaths from smallpox from 1930-78.

Sir Richard Doll, honorary scientific member, Imperial Cancer Research Fund cancer epidemiology and clinical trials unit, said the annual incidence of AIDS per million population was three in the UK compared with 48 in the USA. 335 cases have been reported in the UK and the incidence is increasing.

Speaking on prospects for treatment, Dr Jonathan Weber, Institute of Cancer Research, London, said that AZT, which is being developed by Wellcome, seemed to be the most promising antiviral compound on trial. It had been found relatively non-toxic, although causing lymphocyte depletion, in a phase I trial involving 19 patients with AIDS or AIDS related complex. The drug was virustatic, showed slight immune improvement and marginal clinical benefit. It was effective orally and crossed the blood brain barrier into the cerebrospinal fluid where the virus was known to reside.

Dr Weber warned that, because there were wide fluctuations in the natural progression of AIDS, it was a disease open to "quack" remedies. An apparent cure might merely be a spontaneous remission in the patient's symptoms. He also warned that people were so afraid of the disease there was a risk of unproven drugs being sold on the black market for self treatment.

Professor Michael Adler, Middlesex Hospital Medical School, said it was still unclear how many HIV antibody positive patients went on to develop AIDS. Studies had shown proportions ranging from 8 to 30 per cent. One theory was that the risk was increased if patients contracted another sexually transmitted disease.

FPA campaign will now be run by Society

Leaflets appearing in pharmacies as part of the Health Care in the High Street campaign are now the responsibility of the Pharmaceutical Society who have taken it over from the Family Planning Association.

The FPA pioneered the scheme which was launched in February. Since then they have been responsible for all the leaflets, but now feel that the subjects covered are outside their remit of family planning and women's health. The campaign will continue to be supervised by representatives from the PSGB, National Pharmaceutical Association, FPA, the Health Education Council, and the Scottish Health Education Council.

Ms Saskia Zeelenberg at the Society will handle the day-to-day administration of the leaflet scheme, collating information and contacting organisations who may be interested in becoming involved.

Velosef syrup reformulated

Squibb are to reformulate Velosef syrup to include a reconstruction volume of 60ml (at present 61ml). Their decision coincides with the National Pharmaceutical Association's efforts to persuade manufacturers to consider more "rational" reconstruction volumes for some products.

The NPA wrote to Squibb, Beecham and Abbott Laboratories pointing out the difficulties experienced by pharmacists in measuring out "odd" volumes. The British Standard for medicinal dispensing measures does not include the fine graduations specified for laboratory measuring cylinders. For example, two volumes of water are necessary to achieve the 59ml required for Amoxil if no laboratory measure is available.

Beecham say the practical benefits of rounding off reconstitution volumes to the nearest 5 or 10ml were always taken into account during product development. However, reformulation of established products would be costly and they are reluctant to add a superfluous excipient solely to ensure a "rounded" diluent volume.

Extra work for PPA trialists

Pricing prescriptions by computer should not mean pharmacists will have to do too much extra work to send the relevant information to the Prescription Pricing Authority.

One aim of the trial linking of pharmacies to the PPA (see *C&D* last week) is to keep as close to the existing pharmacy computer systems as possible. It is expected that pharmacists will be required to add just a few extra key strokes to their usual labelling instructions.

The three firms involved in the trial at the pharmacy end — John Richardson Computers, Unichem and Vestric — are currently modifying software for their own systems and are all confident they can meet the September 1 deadline for the start of the trial.

Arthur Andersen who are co-ordinating the project say that one advantage of using the ICL communications system which is to act as the interface between pharmacists and the PPA is that it will accept a range of microcomputers rather than being restricted to larger machines. The ICL network incorporates a "mailbox" system so that pharmacists will be able to send data to the central processing point at their convenience rather than at specific times of the day or week.

The names of pharmacists who will be involved in the trial won't be known until the beginning of June. The three companies involved have been asked to forward names of pharmacists interested and these will be looked at by Arthur Andersen in consultation with representatives of the Pharmaceutical Services Negotiating Committee, National Pharmaceutical Association and Pharmaceutical Society. By October it is expected that about 20 pharmacies will be involved.

CPP's new Board

The composition of the new Board of the College of Pharmacy Practice was as announced in *C&D* last week (p857), but the terms of office to be served by its members are as follows and not as then stated:

Three year term: John Balmford, Bernard Hardisty, Professor Brian Hemsworth.

Two year term: Dr Tom Bradley, Marion Hodges, Miall James.

One year term: Michael Cullen, Tony Furber, Dr Margaret Steane.

Fall out of dandruff

I never felt more ignorant than when I read the article last week talking about dandruff. I regret in my pharmacy I don't have the facilities to analyse scalp microbial colonisation, but have had to rely on fairly simple observations over the years to assess the value of treatments which people use. Well do I remember the days when we had to "make up" freshly the original Page Barker scalp application. And I watched with wonder the usage of selenium based products.

Currently the zinc products appear to be most acceptable and successful, since they are cosmetically attractive and easy to use. They smell nice. But having looked at a good many scalps I found myself wondering if all this treatment was really necessary. Assuming there were no knotted lumps of hair and skin being lost which point to a real infection of the scalp, I suggest a simple cleansing and moisturising lotion to be applied liberally at night, and then washed off with a mild shampoo in the morning. Hey presto! all the loose skin flakes wash away and the "healthy" skin cells are blooming with moisture — from the moisturising part of the secret formula, you understand. A couple of treatments and all seems well.

Nuffield supervision?

More and more I grow uncomfortable at the recommendations in Nuffield about supervision. Truly I believe it is the pharmacist at the counter, handing out the medicines with appropriate warnings and advice who provides, not just the final safeguard to the patient, but the filling out of the instructions and recommendation sometimes sketchily provided by the GPs. This gives a considerable enhancement to the quality of the NHS services of which we are a part. Take away the requirement of this essential work and at once we remove one of the most valuable areas of pharmaceutical contribution.

I admit it would be lovely to be able to swan around, visiting old people in their homes during working hours to sort out their drug compliance problems or to be able, on some similar pretext, to absent myself for a couple of hours on a warm Saturday afternoon. However, it would be an absolute licence for those — let us say, more commercial than scrupulous — to

push off when they felt like it and let the remaining unqualified staff get on with it.

It's no use saying we would still retain professional responsibility for what happens. Legally this might be so, but it could be the end of pharmacy as a respected, meticulous, caring part of the community. It is our continued availability in the community pharmacy which has given us our particular value. It would be ironic if, at the very moment of recognition, we chose to destroy the groundstone on which our unique position has been established.

Don't do it mother!

Long term losses

We must treat seriously Mike Reynold's letter (last week, p966) concerning our losses of dispensing income because doctors are ordering longer-term treatments than before. But, as it is well known that doctors are being encouraged, exhorted, told, by the DHSS to cut down dispensing costs by ordering larger quantities, it is hardly surprising that the DHSS doesn't want to discuss it with us.

Mr Reynold's argument that a reversal of this policy would not cost the Government anything seems a bit curious when in the next paragraph he says we are sustaining losses. If we are being paid less, then surely the DHSS is saving the money they no longer have to fork out? Which does not alter the fact that our reduced earnings are a matter for concern. PSNC should press hard, for adjustment to our earnings. But to suggest we have the right to a judicial review because this is "an infringement of the rights of individuals that are entitled to protection in law," seems to me fairly thin grounds for hope of success.

Sunday shower?

I see the Government still smarting over their defeat on Sunday trading, is intent on killing off any reasonable attempt to bring sense to Sunday trading. It claims those who want real reform don't know what they want. I think this is purely vindictive.

There is demonstrable need for new legislation — legislation to protect employees, and the vulnerable, from the effect of unrestricted big business. As for not being able to agree amongst themselves as to what they want, I reckon the reformers will already have it pretty well cut and dried in committee before they venture out. I wish them well!

Chemist & Druggist 10 May 1986



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Get out of your way

Essex Local Pharmaceutical Committee has, over the past few months, received reports that suggest that some pharmacists are experiencing problems with supplies of lesser used medicaments. We are particularly concerned that hospital out-patients are being seriously inconvenienced because supplies of, among other products, aspirin and papaveretum tablets and gentamicin injection, are difficult to obtain.

As experienced pharmacists, the members of Essex LPC realise the difficulties, but wonder if sometimes these are exacerbated by the increasing practice of relying on one main wholesaler and two or three short-run ones.

It is particularly worrying when one or two of our colleagues, faced with such difficulties apparently merely return the prescription to the patient or representative with advice to "try elsewhere" without making any effort themselves to find supplies either from neighbouring community pharmacies or from the local hospital.

We would urge our colleagues, when faced with this situation, to recall that the pharmacist who goes out of his or her way to help the patient not only gains goodwill for themselves, but for us all.

Miall E. James.

Secretary, Essex Local Pharmaceutical Committee.

Forgetting our real role?

In all the euphoria regarding the Nuffield Report and the following Green Paper I feel it important to make two relevant points with considerable emphasis:

1 Our wise men of the NPA, PSNC and PSGB have clearly been totally wrong in their eagerness, backed by Press campaigns and parliamentary lobbying to promote a new contract which abolishes the Basic Practice Allowance leaving us with only piece work rates, future remuneration being based solely on the number of scripts that can be churned out daily and no recognition whatever of the value of personal service.

2 The suggestion that the present legal requirement for the personal supervision by the pharmacist of ALL prescriptions should be relaxed raises the gravest dangers for the future of the profession and should be viewed with the greatest

suspicion. That the counting of tablets and the printing of labels should be left to trained technicians is clearly sensible but that every prescription should be checked and scrutinised by a pharmacist, preferably in as well as out, would seem to be the keystone of our professional responsibility. If this checking is incompatible with a simultaneous supervision of the medicine counter the answer is surely a second pharmacist rather than a lowering of professional standards. The remark by Sir Kenneth Clucas that the intervention of the pharmacist is rarely necessary is quite laughable. Last Saturday morning we dispensed 92 prescriptions and I counted 52 prescribing errors or omissions as follows: 5 insufficient directions; 16 with no directions; 1 wrong direction; 1 wrong patient name; 2 unreadable patient names; 1 restricted list; 1 no strength; 2 insufficient detail; 8 non-existent size; 2 non-existent product; 6 child — no age; 4 unsigned, and 2 wrong date.

What happens in the dispensaries of so called "dispensing doctors" where there is no pharmacist to check the dispensing (or the prescribing) I simply shudder to think.

Is there not a danger that in the struggle to establish a new role we may forget the vital importance of our current role? Disparagement of the pharmacists' involvement in dispensing makes it easier for the so called "dispensing doctors" and clearly the medical profession is very happy to allow pharmacists to take on extra unpaid work while they themselves invade still further the — to them — highly profitable sidelines of dispensing and "personally administered medicines" ("The nurse will be here shortly" to give you the injection).

S.G. Bubb.

Poole, Dorset.

Vanishing cream...

Has anyone heard of Diana Drummond skin creams?

One of our readers and the product's namesake Mrs Diane Drummond, was given some of the company's cleansing cream which she now wants to replace. All Mrs Drummond knows is that the cream was bought on the Isle of Skye and according to the box it came in was made and packaged in Scotland. And, of course, it contains seaweed.

So, if anyone out there thinks they can track down the manufacturer or has some clue as to their whereabouts let us know at C&D.

More PL(PI)s

The following PL(PI)s have been notified to C&D since its April 12 supplement was published.

Europarm Ltd

PL/6792/0035	Adalate 10mg	Nifedipine 10mg
PL/6792/0013	Baycaron	Mefruside 25mg
PL/6792/0056	Blocadren 10mg	Timolol maleate S-enantiomer 10mg
PL/6792/0038	Clamoxyl 250mg	Amoxycillin trihydrate — 250mg amoxycillin
PL/6792/0023	Clinoril 100mg	Sulindac 100mg
PL/6792/0037	Clinoril 200mg	Sulindac 200mg
PL/6792/0034	Daktacort cream	Miconazole nitrate 2 per cent w/w
PL/6792/0058	Danatroil	Danazol 100mg
PL/6792/0039	Eusaprim 480mg	Trimethoprim 400mg, sulphamethoxazole 80mg
PL/6792/0060	Halcion 0.25mg	Triazolam 0.25mg
PL/6792/0028	Imuran 50mg	Azathioprine BP 50mg
PL/6792/0061	Kinidine Durettes 250mg	Quinidine bisulphate 250mg equivalent to 200mg quinidine sulphate
PL/6792/0053	Madopar 250mg	Levodopa 200mg, benserazide hydrochloride 57mg equivalent to 50mg base
PL/6792/0043	Parlodol 10mg	Bromocryptine mesylate 11.47mg = 10mg base
PL/6792/0068	Tofranil 25mg	Imipramine hydrochloride 25mg
PL/6792/0030	Voltaren 50mg	Diclofenac sodium 50mg
PL/6792/0018	Zyloric 100mg	Allopurinol 100mg

Whitworth Pharmaceuticals Ltd

PL/4423/0069	Acupan	Nelopam hydrochloride 30mg
PL/4423/0087	Betaloc 100mg tablet	Metoprolol tartrate 100mg
PL/4423/0051	Indocid 25	Indomethacin 25mg
PL/4423/0104	Midamor	Amiloride hydrochloride 5.68mg = 5mg base
PL/4423/0056	Orap 4mg tablet	Pimozide 4mg
PL/4423/0074	Orudis 100mg capsule (as Rofenid)	Ketoprofen 100mg
PL/4423/0060	Prothaden 75mg tablet	Dothiepin hydrochloride 75mg
PL/4423/0121	Stromba tablet	Stanazolol 5mg
PL/4425/0105	Tofranil tablet 25mg	Imipramine hydrochloride 25mg

Munro Wholesale Supplies Ltd

PL/3243/0050	Trandate 100mg	Labetalol hydrochloride 100mg
PL/3243/0051	Trandate 200mg	Labetalol hydrochloride 200mg

Misoprostol approved in Canada and Australia: Misoprostol has been approved in Canada for treatment of patients with duodenal ulcer and in Australia for duodenal and gastric ulcers, say G.D. Searle. Twelve countries have approved the drug and applications are pending in 38, says the company.

Misoprostol is also being evaluated for its efficacy in treating other gastrointestinal disorders including gastritis, reflux oesophagitis, prophylaxis of stress ulcers, acute upper gastrointestinal bleeding, symptoms associated with bile reflux and in preventing ulcerogenic effects of chronic aspirin or other non-steroidal anti-inflammatory drug therapy, say Searle.

For the best selling, best tasting babyfoods, we called in the experts.

"Little Experts" know what they like

They're only babies, but they're experts on what tastes good. They haven't learned to talk yet, but they can say "yes" or "no" very convincingly at mealtimes. Taste after taste the "Little Experts" vote Milupa their number one favourite.

That's why Milupa Babyfoods are best sellers

Brand leader in Independent Chemists, Boots and the total dried babyfood market.

(Independent Research Data 22 2 86)

Biggest ever promotional campaign

This year we are launching our biggest and best-ever campaign:

- £2 million spend on advertising and promotion.
- "Little Experts" will be featured in all the big magazines – Woman, Woman's Weekly, Woman's Realm, Good Housekeeping, Living, Family Circle, Mother, Mother & Baby, Parents plus Trade and Paramedic press.
- 3 million free samples for "Little Experts" to try.
- 4 million 10p-off coupons for mothers.

"Little Experts" mean big profits

It's Milupa's biggest promotion ever. Make sure you can meet the extra demand. The "Little Experts" advise you to stock up in a big way, right away.

milupa[®]

Milupa babyfoods. The one taste little experts agree on.



Stock the best selling babyfoods
little experts agree on.

Please tell me more about Milupa best selling babyfoods
I'd like a representative to visit me ☐
to telephone me ☐

Name _____ Title _____

Address _____

Postcode _____ Tel. _____

Return to: Mr Graham Ford, General Sales Manager,
Milupa Ltd, FREEPOST UX41, Uxbridge, Middlesex
UB10 9BR (no stamp needed).

C&D/7/4

Unisept and Tisept sachets

Unisept — chlorhexidine gluconate 0.015 per cent plus cetrimide 0.15 per cent (250 by 25ml sachets, £13.75 trade; 60 by 100ml sachets, £7.85) — and Tisept — chlorhexidine gluconate 0.05 per cent (250 by 25ml sachets, £12.00; 60 by 100ml sachets, £6.85) — are now available (but not prescribable on FP10) from *Schering Chemicals Ltd, Hospital Supplies Division, The Brow, Burgess Hill, West Sussex RH15 9NE*.

BRIEFS

Berk add amoxycillin syrup: Generic amoxycillin syrup 125mg in 5ml (100ml, £1.88 trade) and 250mg in 5ml (100ml, £3.76 trade) is now available from *Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG*.

Securon film coated: Securon tablets 40mg, 80mg and 120mg are now available in a film coated formulation and come in security containers of 100 tablets (price unchanged). *Knoll Ltd, The Brow, Burgess Hill, West Sussex RH15 9NE*.

Nubain (nalbuphine hydrochloride 10mg per ml) is now available in 1ml ampoules (£7.50). The 2ml ampoules are now packed in 3s (£3.69 both prices trade). *Du Pont (UK) Ltd, Wedgewood Way, Stevenage, Herts SG1 4QN*.

Norgine point out that following the recent name change of Normacol Special to Normacol, the other products in the range, notably Normacol Standard remain available for OTC purchase. *Norgine Ltd, 116 London Road, Headington, Oxford OX3 9BA*.

Sinthrome 1mg 200-tablet packs are now available in securitainers say *Geigy Pharmaceuticals, Wimblesbury Road, Horsham, West Sussex RH12 4AB*.



Crookes Products have donated £5,000 to the National Eczema Society to go towards a new information bank it is setting up. Product manager Alan Napier presented the cheque to the society's chairman elect Eddie Mooney.



Look no further
for the relief of conjunctivitis
due to hay fever,
irritating smoke or dust

OTRIVINE-ANTISTIN®

xylometazoline hydrochloride, antazoline sulphate

Sterile eye drops

A Pharmacy Sale only product



Zyma

Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request

COUNTERPOINTS



Ever Ready Seal deal

Ever Ready are to launch their biggest on pack promotion in support of their Gold Seal range of alkaline long life batteries. In association with manufacturers TDK and Toshiba, consumers purchasing Gold Seal batteries will be offered the chance to send for free TDK cassette tapes and a £5 voucher off the purchase price of a select range of Toshiba stereo radio cassette recorders.

Ever Ready are supporting the promotion with point of sale material such as window stickers and header cards, plus a £100,000 Press advertising campaign aimed at the youth market.

One and a half million promotional packs (featuring all sizes — LR20, LR14, LR6 x 4, LR03 and 6LF22 except the LR6 two pack) are now available.

By collecting three of the seals consumers can send for a free TDK D90 cassette tape and a £5 voucher off the purchase of selected Toshiba products. By collecting five or seven seals they can claim two or three tapes respectively. The promotion will run for as long as stocks last. *Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN.*

Having Faith in Nature

Faith products are launching a non-animal tested range of beauty products containing plant extracts and essential oils, in July.

The range is to be called Faith in Nature and includes soaps, (90g, £0.90), skin care products such as honey and almond moisturiser with vitamin E (50g, £2.25), aloe vera moisturiser (50g, £2.10), almond scrub (100g, £2.45), essential body oil (150g, £2.75), seaweed cleansing lotion (150ml, £1.95), rosewater toning lotion (150ml, £1.95), and jojoba moisturising lotion (150ml, £2.15).

Hair care products include seaweed, rosemary, aloe vera and jojoba shampoos (150ml, £1.20), and seaweed and rosemary conditioners (150ml, £1.30). There is to be a laundry liquid called clear spring liquid detergent (1L, £2.55). Finally, there are to be three bulk soaps: orange and rosemary (unwrapped, 90g, £0.57) and pure vegetable household soap (165g, £0.63).

Advertising support for the new range is to appear in health magazines, say *Faith Products Ltd, 52 Albion Road, Edinburgh EH7 5QZ.*

Ferre's lighter fragrance

Network Management are promoting Gianfranco Ferre fragrance in a "lighter" fragrant edition — eau du Matin (50ml, £18.50; 100ml, £29.50).

The fragrance is presented in an amber bottle, covered at the top with a tone of copper and finished with a gold cap. It is backed by an advertising and promotion campaign spend of £100,000, placing full colour page advertisements and advertorials in leading women's magazines. *Network Management Ltd, 50 London Road, Brentford, Middlesex.*



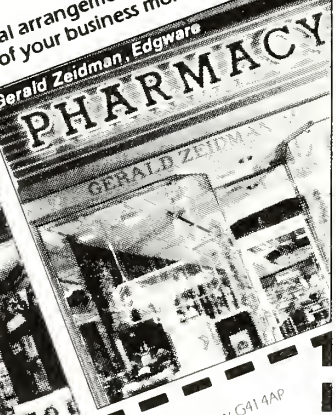
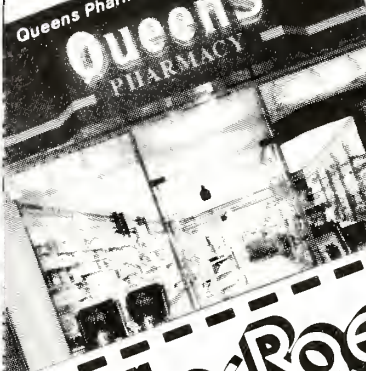
BEST SELLERS by Dollar Rae

In the face of fierce retailing competition, there is one sure way of keeping one step ahead. Creativity in pharmacy design combined with sound marketing principles. Dollar Rae has transformed hundreds of pharmacies, providing each one with a total marketing identity that suits their individual requirements. The result? More new and repeat customers, higher margins, improved NHS/OTC ratios, and significantly higher profits. Consequently, this sound investment in the long term future of their business, pays for itself in a very short time, as our clients testify.

"With our new pharmacy design, we have doubled OTC sales compared with the same period a year ago. There's no question we have more selling power." J Beryl Washington, MPS, Quay Pharmacy, Devon

"Our second pharmacy design from Dollar Rae produced the same results as the first — many more customers, rising OTC sales and increased NHS business." Leslie Baron, MPS, Baron of Blyth

We can advise you on financial arrangements, including leasing that make investment in the future of your business more feasible.



Dollar Rae

Creators of retail environments

Leaders in retail design and development

Please send me a copy of "The way to win more profitable business"

Name

Address

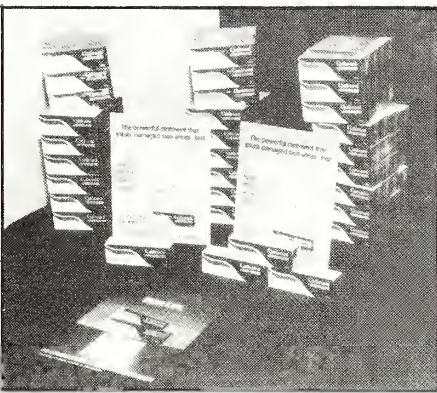
Tel Number

Please arrange for a retail consultant to contact me ☐

Dollar Rae Ltd.
47 High Road, Glasgow, G41 4AP
Telephone 041-649 9331
Telex 779 494
Represented throughout the U.K.

Martin repack Cuticura ointment

Cuticura ointment has been reformulated and repacked into 30g metal tubes (£1.99) with £3/4m of radio and Press advertising breaking in June.



The ten-ingredient formula is said to be soothing, protective and antipruritic. The brand will be primarily positioned as a treatment for damaged skin, particularly on the hands and secondly for blackheads and pimples. Ingredients are: yellow soft paraffin 50.38 per cent; light liquid paraffin 28.5 per cent, hard paraffin 18.17 per cent, white beeswax 1.94 per cent, precipitated sulphur 0.5 per cent; geranium oil 0.17 per cent; phenol 0.16 per cent; hydroxyquinoline 0.05 per cent; chlorophyll 0.08 per cent, and pine oil 0.04 per cent.

The three 30-second radio commercials will be heard 300 times a week nationally, says the company, for 12 weeks. Press advertising is in the *Sun*, *News of the World* and *Daily Mail*. All advertisements stress the brand is sold in pharmacies. Jeffrey Martin says customer concern about skin merits the relaunch of the ointment as a premium priced brand in a £5m market. *Jeffrey Martin (UK) Ltd, PO Box 274, Sterling House, 165 Farnham Road, Slough SL1 4XJ.*

Kits to update Liberty mini-labs

Conversion kits for Hope Industries' mini lab photo processing machines are soon to be available.

The kits will allow users of Hope Liberty mini-labs to take advantage of new processes including washless technology and the rapid access process from Kodak, says the company.

The Liberty mini-lab is computerised and comes in traditional or washless format and costs around £34,500 for a four negative size system.

Since exhibiting at Chemex last year the company says it has installed processors in nine pharmacies. The emphasis, say Hope Industries, is on quality and service, that's why the product isn't cheap. The Liberty mini-labs can be leased for about £900 a month and the company offers servicing back up as well as training courses.

The Liberty mini-lab will be on show at Scotchem (stand 49) May 18-19. *Hope Industries Ltd, Northbridge Road, Berkhamstead, Herts HP4 1EH.*

Vita beauty

The Vita Youth beauty care collection is a new range of products from Dietary Specialities.

The range combines nourishment cream (under £9), cleanser (£4), toning

lotion (£3.45), shampoo (£2.65) and tablets (around £6). All are said to be hypoallergenic, fragrance free and involve no animal testing.

The tablets include super oxide dismutase, natural vitamin E, ribonucleic acid, deoxyribonucleic acid and selenium. *Dietary Specialities Ltd, DSL House, 159 Mortlake Road, Kew, Surrey.*

Cardin Summer special

Shulton's Pierre Cardin Pour Monseigneur range is featuring a special 30ml size for the Summer priced at £5.95.

The promotion is supported by a 12 unit merchandiser in the Pierre Cardin livery. *Parfums Pierre Cardin, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

Web greetings

Web Photo Greetings is a new product from Web International that combines a mini photo album with a greeting card, and comes with a mailing envelope.

They are designed to display six supersize photos and still stay within the basic letter rate. Fifty cards plus envelopes are available in a point of sale box, with a choice of four cover designs. Each card and envelope is individually cello-wrapped. *Web International Ltd, 54 Park Royal Road, London NW10 7JF.*

A Galaxy of promotions

Pretty Polly are launching a national promotion on three Galaxy Micromesh styles — size 36ins-42ins, 42ins-48ins and 48ins-54ins.

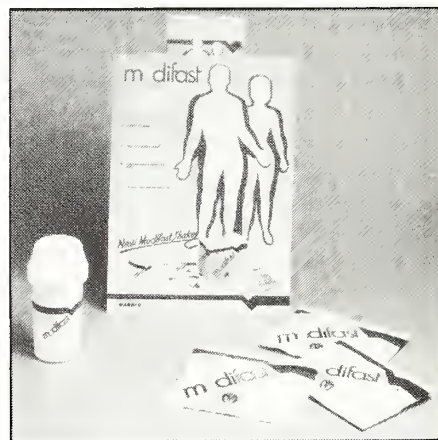
A set of two pans — a milk pan and a frying pan, available in red with black heat resistant handles, are offered in return for the following tokens: eight tokens and £1.93 to cover insured postage for both pans or four tokens and £0.98 for one.

The offer will remain open until August 31. *Pharmagen Ltd, Church Road, Perry Barr, Birmingham B42 2LD.*

Modifast display

Wander Clinical Dietetics, the makers of Modifast have produced new point of sale material in the form of a display card and leaflet holder (10ins by 14ins).

The leaflets describe the Modifast programme, and tell slimmers how to obtain their free shaker. (A shaker will be



sent when two Modifast box tops are returned to Wander). "The shaker makes preparation of the product easy and convenient," say *Wander Clinical Dietetics, Wander Ltd, Station Road, Kings Langley, Hertfordshire WD4 8LJ.*

Out of the mist...

Carrington Parfums have added an eau de cologne mist to the "Forever Krystle" range. The product comes in a 6fl oz unbreakable bottle reflecting the cut crystal shape featured throughout the range. On counter at the beginning of July, the cologne mist retails at £9.95. *Carrington Parfums, 51 Charles Street, London W1X 7PA.*

Chemist & Druggist 10 May 1986



BRIAN HURST
J. H. Hurst (Chemists) Ltd.,
Ripley, Derbyshire.
"Liberty print quality
is superb – whether I do
mini-prints, 3½", 4" or
5" x 7". The machine is
so flexible!"



PETER JEFFRIES
Berkshire Camera Centre, Reading.
"Since we've had the Liberty,
we are 175% up on last year's
d & p. Not bad!! And it's all
down to quality!"



KEITH JONES
Snap Shots, Cheltenham.
"I'm genuinely surprised at
how rapidly I've established
a profitable business with
my Liberty."

What they're all saying about the big profit Mini-Lab

They're singing the praises of Liberty. Hope's spectacularly successful colour photo system.

Install it in your shop and you can start counting the extra profits. Right from the first hour.

Because Liberty offers the photoprint options your snap-happy customers ask for.

Liberty takes up so little space – with a choice of waterless or conventional systems. With its sophisticated computer it's easy to learn and run. And with Liberty you can generate a lot more store traffic and extra mainstream business too.

For a combination of reliability, flexibility,

profitability and sheer print quality, Liberty leaves other systems way behind.

All of which is independently confirmed by the enthusiastic comments from our 3 photo partners shown above.

So if you're a photo collection point that wants to bring the processing (and more of the profits) in house, or you're ready to move up from a less profitable system, or you're new to photo processing, contact Hope now.

We'll give you all the facts, the figures and the finances on Liberty.

With Hope as your partner you get a full supporting package including eye-catching point-of-sale items, comprehensive and on-going training and nationwide technical back-up. Exactly what you'd expect from a company with Hope's international reputation.

HOPE
-your
photo
partner

To: John Harrison, Hope Industries UK Ltd., Northbridge Road, Berkhamsted, Herts HP4 1EH. Tel. (04427) 74792

- ☐ Please send the facts on Liberty
☐ Please arrange for a sales representative to call.
☐ I'd like to see a demonstration.

CD

Name _____

Position _____

Company _____

Address _____

Phone _____

LIBERTY

One hour daylight colour photo system

See us at
SCOTCHEM
Stand 49

Agfa adopt corporate style

Agfa are updating their reversal film range.

The emphasis is on CT100 non process paid film and, in particular, the new 35mm/24 + 3 version which has three extra



exposures. CT100 is also available non process paid in 35mm/36 exposure cassettes. Both films are rated at ISO/ASA100, and the whole Agfachrome range is now AP44/E6 process compatible, say Agfa. As an alternative, enthusiasts will find the film relatively simple to process at home, says the company.

Agfachrome CT slide films are to be repackaged in line with Agfa's new corporate image. The new packaging, grey and white with the Agfa lettering in orange, can be distinguished from the print film by a prominent blue band around the pack.

Agfa comment that their new corporate style covers not only the amateur print and slide film but also video packaging, helping to create an easy to identify image for all Agfa retail products.

A range of show material has been designed for retailers to give maximum impact at point of sale; details are available from company sales executives and distributors. *Agfa Gevaert Ltd, 27 Great West Road, Brentford, Middlesex TW8 9AX.*

Perfect Colour — take a gondola

Chesebrough Pond's new gondola for the Perfect Colour by Cutex range stands 5ft tall and is finished in the brand's dark green and gold livery. Designed to accommodate the entire range it has sections for each product, testers and a

promotion console with removable backing. The unit is 30in wide and 16½in deep. *Chesebrough-Ponds Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

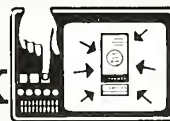
Lantern addition from Vidor

A new water-resistant hand lantern (£7.58) has been added to the range of battery-powered torches and lanterns from Crompton Vidor.

Called the Vidor Leisure lantern, it features a water-resistant switch and sealed housing and is said to float in water if dropped accidentally. "The robust housing, moulded in impact-resistant plastics, is suitable for use even in a corrosive seawater environment," says the company.

The lantern has an integrally-moulded handle and hand-grip and has a large diameter, sealed reflector and lens unit, giving a long reach spotlight beam. The housing also incorporates a moulded hook enabling the lantern to be clipped to a bulkhead or fixing for instant use, or used to provide a downward-directed light for general illumination. It is available in yellow with contrasting black reflector housing and handle-top and is powered by four R20 batteries. Each lantern is packaged in a carton, printed with full-colour illustrations. *Crompton Parkinson Ltd, Woodlands House, The Avenue, Cliftonville, Northampton NN1 5BS.*

ON TV NEXT WEEK



GTV Grampian B Border C Central CTV Channel Islands LWT London Weekend C4 Channel 4	U Ulster G Granada A Anglia TSW South West TTV Thames Television Bt TV-am	STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees
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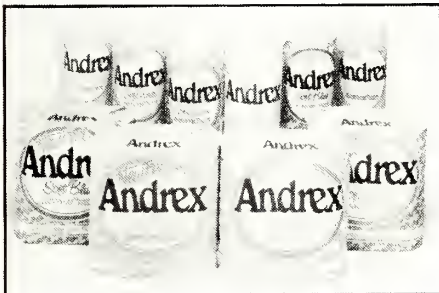
Anadin Extra:	All areas except C4, Bt
Actifed Expectorant & Compound linctus:	G, Y, C, A, LWT
Alberto VO5:	All areas
Amplex:	C, TVS, LWT, TTV, C4, (C, TVS, LWT)
Askit powders:	GTV, STV
Baby Wet Ones:	All areas except C4, Bt
Benylin Expectorant:	All areas
Benylin Paediatric:	Y, C
Carnation Build-up:	G, Y, A, TVS, TT
Carnation footcare:	G, Y, C, TVS, LWT
Coppertone:	All areas
Cosifits:	Bt (All areas)
Delrosa:	All areas except U, CTV, C4, Bt
Germolene 2:	All areas except STV, G, Bt
Haze:	All areas
Jaap's health salts:	GTV, STV
Lipcote:	TTV
Listerine:	All areas
Murine:	C4, (LWT)
Nurofen:	All areas
Peaudouce Babyslips:	Bt
Revlon:	All areas
Scholl Fresh Step insoles:	All areas
Simple:	C4
Sweetex:	All areas



Selkirk pharmacists, Mr H. Tasker and Mr R. Robertson, are assured of a good Summer holiday this year. The two pharmacists, who run Borthwick Chemists in Selkirk, have won £500 worth of holiday vouchers in a special raffle at Unichem's trade show in Edinburgh. Mr Tasker (centre) and Mr Robertson (right) are pictured receiving their voucher from Unichem chairman David Mair

New Andrex goes north

Bowater-Scott are continuing their launch programme of new feel Andrex into the North Harlech, Central and Yorkshire television areas.



The southern launch in September 1985 reinforced Andrex's dominance of the £363m UK toilet tissue market and March 1986 figures show that volume is up by 19 per cent on 1985, says the company.

A £9m support programme is being put behind Andrex in 1986.

A poster campaign which is currently running in the North, is to be supported by

the three part "Animals" television commercials from May 17.

A radio campaign, breaks in June in all launch areas and runs for eight weeks. And a consumer sales promotion starts in mid-May. This consists of a national "Buy two, get one free" offer, which will be supplemented in the launch area by a 10p-off coupon and "The Andrex family challenge." The challenge gives any family which "doesn't agree that new feel Andrex is softer, goes further and lasts longer than any other toilet tissue..." the opportunity to claim a free pack of any other brand of toilet tissue. Bowater-Scott will also be mounting a 13 million national door to door leaflet drop. *Bowater-Scott Corporation Ltd, Bowater Scott House, East Grinstead, West Sussex.*

Wisdom for TV

Wisdom toothbrushes are to be supported with a national television campaign throughout June. A new 30-second computer-animated commercial will be seen by around three quarters of the population say Addis, and follows in the footsteps of a Press campaign for Wisdom Quest. *Addis Ltd, Brushworks, Hertford.*



Hand dyeing-naturally

Dylon International are launching natural fabric dye for hand dyeing. It is a colourfast dye which gives "bright and vivid" results on cotton, linen and viscose rayon.

The hand-sized pack (£1.65) has been developed to meet demand for smaller amounts of dye to treat one or two small articles. Each pack contains 75g, sufficient to dye 250g of dry fabric, for instance a T-shirt or blouse. Fixative is included in the pack and all that is needed is water, a bucket and salt. *Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26 5HD.*

50%
DIGESTIF
RENNIE
of all sales are Rennie.



Last year, half of all indigestion tablets marketed OTC carried the Rennie name. Original and Spearmint flavours between them sold well over 500 million tablets.

SOURCE: Nielsen OTC tablet Indigestion Remedies

Catarrh-Ex to unblock market?

Jeffrey Martin have this week launched a Pharmacy only decongestant, Catarrh-Ex



backed by a £1.8m promotional campaign with national Press and radio advertising starting in June.

Each plain white Catarrh-Ex tablet contains pseudo-ephedrine hydrochloride 60mg and paracetamol 500mg and comes

in 16s (£2.15 — two eight-tablet blisters). Recommended adult dosage is one tablet three times a day — children 6-12 years old half a tablet thrice daily. Indications are for the relief of congestion associated with pain and fever.

Jeffrey Martin's managing director Tony Broad says the company chose this formulation because it was already clinically proven in a prescription product and has minimal side effects. The company says the £8m decongestant market is growing by 20 per cent a year since the limited list and is non-seasonal. Mr Martin notes major shifts in shares of leading brands: Mu-cron down from 33.1 per cent in 1983 to 21.8 per cent in 1984; Contac, 25.8 per cent down to 19.2 per cent, and Sinutab up from 6 per cent to 20.7 per cent.

Ninety advertisements will appear in the two-month launch period in the *Sun*, *News of the World* and *Daily Mail* together with 600-700, 30-second radio commercials a week nationally, say Jeffrey Martin. The Press advertisements invite reader inquiry and a 50p follow up for redemption against other company products.

POS material includes a display card and the twelve-man sales team will be offering an extra 5 per cent promotional bonus. *Jeffrey Martin (UK) Ltd, PO Box 274, Slough SL1 4XJ.*

Haymine on air...

A press advertising campaign for Haymine is running during the pollen-prone months of May, June and July, using national and provincial daily papers say *Chemist Brokers Ltd, 3 Copsem Lane, Esher, Surrey.*

...and Anadin

Whitehall Laboratories are spending £850,000 on a nationwide television campaign for Anadin during May. The 30 second commercial uses computer graphics to suggest the effects of a bad headache and its relief with Anadin's aspirin and paracetamol. *Whitehall Laboratories, Chenies Street, London WC1E 7ET.*

Kylie add on

Nicholas Laboratories are introducing their Kylie absorbent bed sheet for

community use from May, in a new lightweight version.

Retailing at £14.95 it consists of a pink viscose polyester/polypropylene sheet quilted to a rayon soaker.

Polyester flaps keep the sheet — guaranteed for 200 washes — in place, and the company says it complies with DHSS rules on low flammability. *Nicholas Laboratories Ltd, 225 Bath Road, Slough SL1 4AU.*

Final burst for Benylin

A £½m national television campaign for Benylin Expectorant is running this month. And the Benylin Paediatric commercial is running as additional support in Yorkshire and Central.

The latest burst completes the £2m campaign which began a year ago on the introduction of the NHS blacklist. Winter sales for Benylin were up 20 per cent in value far outstripping the market itself which increased by just 3 per cent, say *Warner-Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY.*

Skincare grows in static market

Sales of cosmetics over the five year period 1980-84 only grew 5.3 per cent in real terms, partly because of large increases in the price of cosmetics of 32.8 per cent, according to a *Key Note* report on Cosmetics.

Demand for cosmetics has remained fairly flat with an average 1 per cent increase in sales per year for the last five years, and it is only the buoyancy of the skincare products sector that has kept overall demand stable.

The skincare sector is the only area to have shown any "real" growth despite price increases. All four product categories which make up the skincare market have shown a "real" growth over the 1980-84 period, the best performance was shown by the "other facial" preparations segment, sales growth at constant prices was 97 per cent.

Due to an increase in media rates the actual advertising impact on consumers is lower than previous years, says the report. Advertising expenditure is lower in all markets except men's products where expenditure increased 72 per cent over 1983 levels yet sales remained sluggish.

Below-the-line activity is important in cosmetics, the number of cosmetics promotions run in 1984 were 2 per cent higher than 1983. Fragrances were the highest promoted category accounting for 26 per cent of promotional expenditure.

The cosmetics market offers potential for growth providing disposable incomes are not constrained. There is scope for expansion in all sectors but particularly in skincare products, where UK usage is at present considerably lower than other parts of Europe, say *Key Note Cosmetics £79. Key Note Publications Ltd, 28-42 Banner Street, London EC1Y.*

A Barynia bath

Helena Rubinstein are extending their fragrance, Barynia, introduced in May last year with a bath range. The collection comprises a perfumed body cream (200ml, £28) body lotion (200ml, £16.50), bath gel (200ml, £16.50) and deodorant (100ml, £16.50). *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey.*

Sancella's Bodyform claims 9.7 per cent share of the press-on sector, not 6.8 per cent as stated in *C&D's* Personal Hygiene feature.

Citizen pocket new flat TVs

To spearhead the UK launch of an expanding range of miniature pocket televisions and information receivers a new Consumer Products Division has been established by Citizen Watch. Initially the division will concentrate on the introduction of flat screen LCD personal television receivers.

The first new product expected to be on sale by the Summer is a 2.1/2in flat screen pocket television using black matrix technology to provide a high resolution image to retail at less than £120. Unlike the Sinclair models currently available, the Citizen Watch televisions use ordinary batteries. To follow-up market penetration with monochrome receivers, a compact colour television is being perfected and a gradual reduction in recommended retail price to around £50 per unit is expected before the end of the decade. *Consumer Products Division, Citizen Watch (UK) Ltd, C.P. House, 97 Uxbridge Road, Ealing, London.*



Pharmacist proprietor Billy Roden of Londonderry, winner of Numark's national Finishing Touches prize draw, is presented with a Panasonic video recorder by Haydock representative Jim Malcolm (left). Looking on are Independent Chemists Marketing Ltd's Graham Arundel (from left), and Haydock directors Jim McMaster and Tom Hutchinson in front of the Numark stand at Haydock's Belfast trade show last week (see p942)

Summer spray

For Summer the House of Matchabelli will be launching their Summer cologne collection featuring Cachet, Aviance and Aviance Night Musk, all available for the first time as 50ml eau de cologne sprays.

The colognes will be available uncartoned in acid-etched bottles. The

new style glass bottle will be an addition to the standard packs.

A full colour merchandiser will be available for the promotion with space for 12 Cachet, six Aviance and six Aviance Night Musk EDCs. Each bottle will retail at £3.95 and will be available from June. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

6,000,000 people prefer Rennie.

Our balanced formulation of antacids works quickly and reliably.

That's why 6 million people last year trusted Rennie to relieve their indigestion, twice as many as tried our nearest rival.





Savlon TRADE MARK 
antiseptic cream

'Savlon' sells faster than any other antiseptic cream.

Brand leader for over a decade 'Savlon' sells faster than any other antiseptic cream.

Trusted by your customers because of its soothing and gentle properties, 'Savlon' was the first general antiseptic cream to include the highly effective, germ-killing 'Hibitane' compound.

This, coupled with the fact that in 1986 Care are investing over £1 million in supporting the 'Savlon' brand, is just one more good reason to recommend 'Savlon'.

Care 
Laboratories Ltd



Attempts to cut drug costs fail

With three quarters of the results now available from the attempt to reduce their drugs bill by closely analysing and then changing prescribing habits (Dortmund experiment, *C&D* January 19, 1985) the health insurance schemes face disillusion and disappointment.

The Government might also be asking whether its grant to the costly project was money well spent, for only a stabilisation of costs was achieved, compared to a rise in a comparable area of the country of 4.9 per cent and the number of cheaper generics remained virtually nil. There seems no chance now that the experiment will be extended nationwide.

Notwithstanding its remarkable record of resurrection, the proposed Bavarian experiment of generic prescribing and selection of drugs by the pharmacists

(*C&D* September 1, 1984) also seems to have suffered a terminal blow with the news that a regional health insurance scheme has signed a contract with local doctors aimed at cutting drug costs without any reference to, or involving pharmacists. It has been estimated that the new contract could spell ruin for many Bavarian pharmacists, with a fall in turnover of up to 30% as doctors are forced (by threat of detailed examination of their drug usage and even financial sanctions) to economise on their prescribing. For the doctors, the contract appears to have been the lesser of two evils.

Meanwhile the call by the German pharmaceutical industry association for a voluntary price freeze is not being heeded by all members. Offenders have been warned that a new investigation of pricing policies will concentrate on those who are unable to maintain the freeze.

These reports come from a correspondent with acknowledgements to the German pharmaceutical Press: *Deutsche Apotheker Zeitung* and *Pharmazeutische Zeitung*.



Care costs

According to latest figures, every eight Deutsch Mark of the West German Gross National Product goes on sickness, accidents and their consequences.

The rise in health spending, if continued unchecked, would mean the entire GNP being devoted to health care by 2040. Nevertheless, the country was only fifth in the world league table of money spent on health per capita in 1982. The table showed that of the European countries, Japan and the USA, only Ireland, Spain, Greece and Portugal spent less than the UK.

One of the first tasks of a new administration after the 1987 elections will probably be to increase health insurance contributions. With the average rise in salaries at 3.1 per cent per annum being less than the increase in health costs, such a move would be electorally dangerous carried out this year.

NO.1

DIGESTIF
RENNIE

and growing.

Alone, each flavour is a force to be reckoned with.

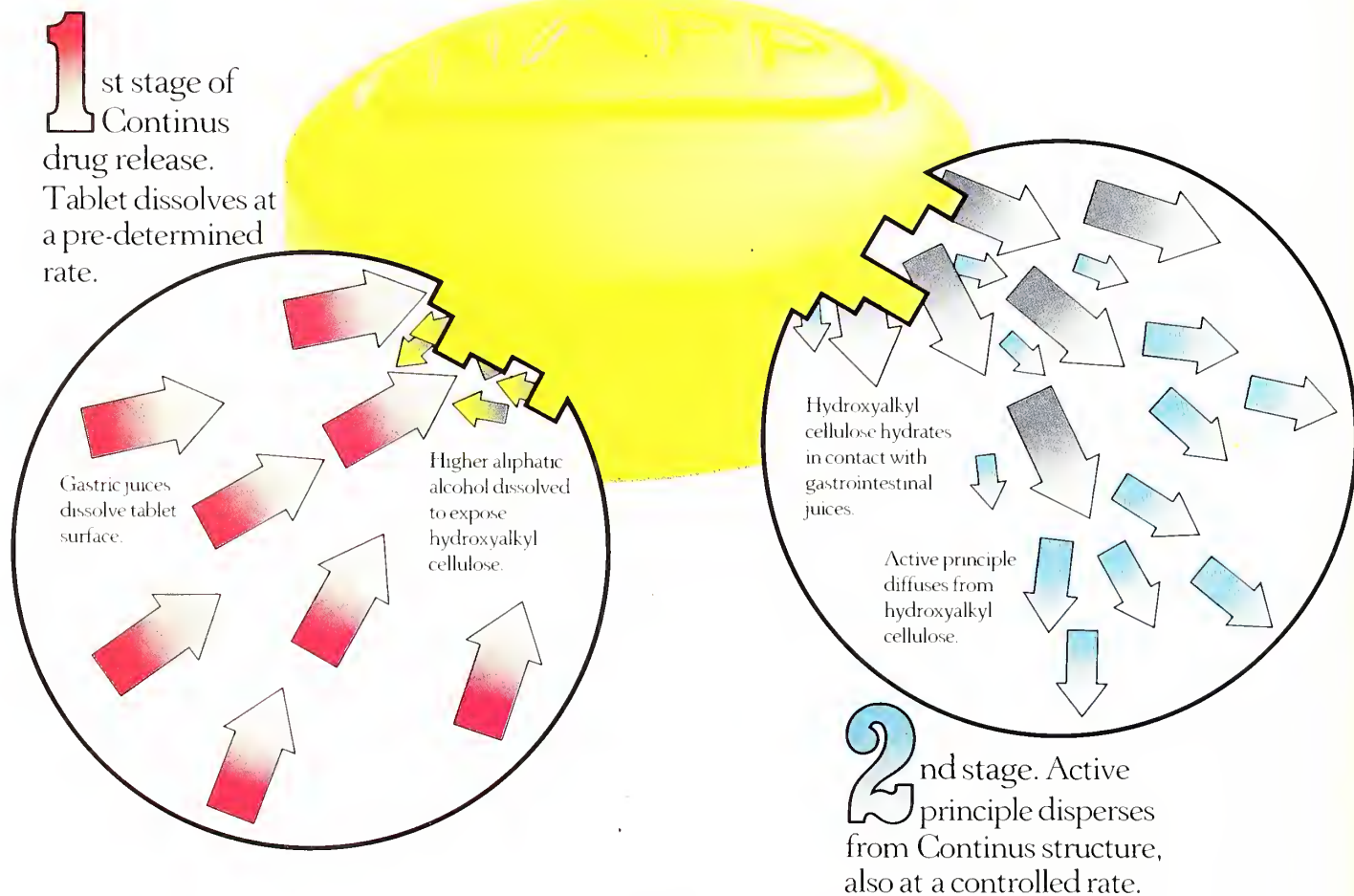
Spearmint Rennie grew by 70% last year, while Original Peppermint outsells all other brands every year.

Together, they ensure that indigestion sufferers need look no further than Rennie. And because both flavours are such proven sellers, neither need you.

Chemist & Druggist 10 May 1986



Comploment[®] B₆ More than just a tablet.



...it's controlled release technology.

In the early 1970s Napp Laboratories Research Pharmacists revolutionised drug delivery by taking traditional tableting techniques apart and starting again from scratch.

Their objective was to tailor drug delivery more closely to the body's requirements, helping to reduce the need for frequent dosing and to help eliminate the side-effects common with some 'ordinary-release' tablets.

The result of their research was a unique controlled release system, patented by Napp under the name Continus.

A major advance, the Continus tablet system enabled Napp to develop revolutionary treatments for asthma and chronic bronchitis with Phyllocontin

Continus tablets and Uniphyllin Continus tablets. Its reliability permitted the introduction of 12-hour morphine sulphate tablets for the control of severe cancer pain described by The Times Science Report as 'the most important step forward in drug control of pain since morphine itself.'

The company has now relaunched Comploment[®] B₆ Continus[®] Tablets, the first ever Continus controlled release product to be made available to consumers OTC.

For the hard pressed woman of today the benefits of Comploment B₆ Continus Tablets are simple, but vital. They provide the total simplicity and convenience of once a day dosing – precisely what she needs at times of excessive stress.

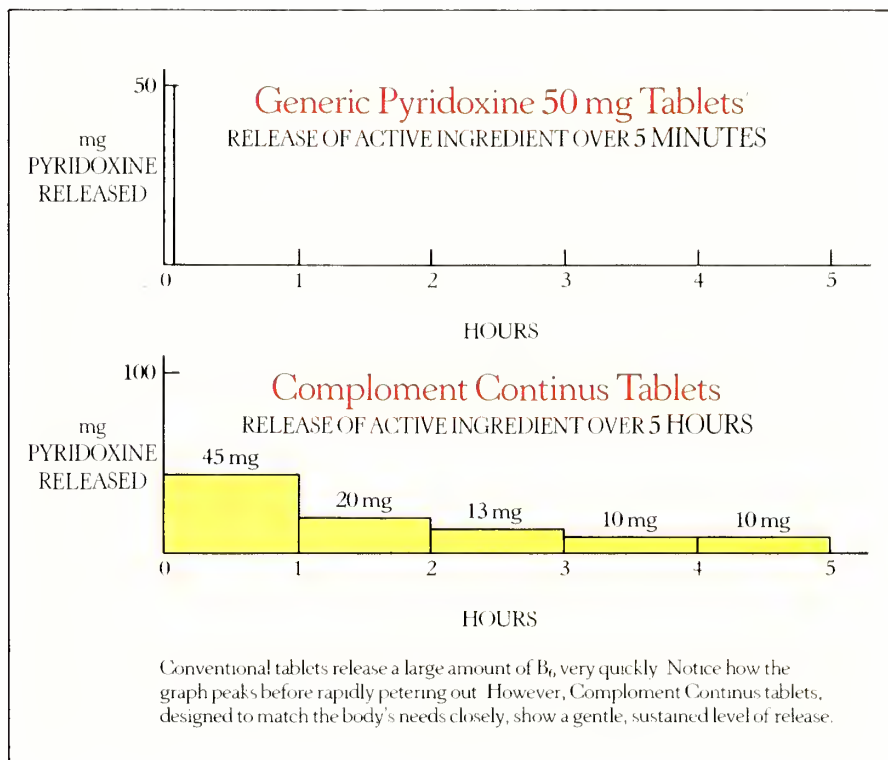
Continus® Tablets more than slow release...

With Comploment B₆ Continus Tablets gone is the need for daily dosing with two or even three conventional tablets to counteract loss through excretion of this water-soluble vitamin. Just one Comploment B₆ Continus Tablet gradually releases a woman's daily needs at a rate that closely matches her body's take-up, so there is maximum utilisation of B₆ and minimum wastage.

Greatly enhanced is patient compliance. Simply because there's only one Comploment B₆ Continus Tablet to remember each day.

Properly followed, the self-checking calendar pack clearly indicates what the user has already taken, and Comploment B₆ Continus Tablets dissolve evenly, independent of pH variations. Comploment B₆ Continus Tablets are quite simply the modern B₆ for the modern woman.

Surprisingly, the price per day of all this technology is little



different to that of other leading brands. And for the modern pharmacist the level of profitability is higher.

To reinforce this message we'll soon be undertaking a major consumer and point-of sale advertising campaign. Make sure you're prepared by ordering stocks today.



Comploment® B₆ Continus® Tablets

Controlled release technology - in a calendar pack



Further information is available from
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Member of NAPP Pharmaceutical Group

* Comploment and Continus are Registered Trade Marks. © Napp Laboratories Limited 1985
Comploment B₆ Continus Tablets contain pyridoxine hydrochloride

Generic firms band together

In the face of almost daily controversy surrounding bioequivalence studies comparing generics with branded market leaders, seven medium-sized companies – all major generic manufacturers – have formed their own organisation which they expect more of their colleagues to join.

Regarding their interests as being overlooked in the German ABPI, which

they say is dominated by the 'big seven' research-based firms, the new organisation aims to stimulate price competition and thereby reduce drug costs. It hopes to achieve this by explaining to doctors and patients the high quality and good value of generics. The organisation aims to provide a counter-balance to the research-based giants, which it accuses of trying to undermine their business by lavish campaigns and legal action.



Double trouble

A doctor who sued a drug firm for damages when he went bald after using one of its products, also lost his case.

In its defence, the company stated that in the six years since introduction, only two instances of hair loss during treatment with the product had been reported and neither were definitely drug-related. It did not therefore consider itself obliged to warn patients of the risk. Furthermore, the doctor had not provided adequate proof that even in his case, the product was responsible.



Drugs in space

In a fascinating account of his activities in the D-1 Shuttle Mission last year, Germany's first astronaut, physicist Professor Reinhard Furrer

revealed that experiments in the Space Lab showed antibiotics lose half their potency because the body's leucocytes become less active.

He described weightlessness as initially highly unpleasant. Instead of giving a sense of freedom, immense concentration was needed.

Experience in space had shown the inadequacy of our understanding of blood pressure regulation, as unexpectedly no arterial hypertension occurred, despite the top half of the body receiving an abnormally high proportion of blood.



Foxy tale

Results from a new approach to eradicating rabies appear promising with a 50 per cent reduction in the number of foxes infected in areas where 66,000 pieces of bait impregnated with rabies vaccine were put out. Over half the foxes in the trial were found to have eaten the bait and thus built up an active protection against the disease.



Samples banned?

Astonishment greeted the vote in the Upper House of the Bonn Parliament for a total ban on the distribution of free drug samples to doctors, during a debate on the revision of the Drugs Laws.

Such a move, repeatedly called for by pharmacists to whom the samples represent a lost resale value of over £330m, was quickly rejected by the Cabinet. Initial delight within the pharmaceutical profession at the prospect of no longer facing mountains of out-of-date samples sent to them by doctors for disposal, was replaced by scepticism that such a ban would ever become reality. But, in the first reading in the Lower House, it became clear there is widespread feeling that the Government's proposal to restrict distribution to six samples per preparation per doctor per year, was inadequate.



Drug driving

A Cologne court revoked the licence of a man who caused a road accident through continuing to drive his car while taking a sedative, though warned in the package insert that his driving ability might be impaired.

Despite defence submissions that such information leaflets are often unintelligible to the layman, the court decided that the warning was clear enough and that the responsibility for the accident rested with the driver, not the drug company.

Propain

LUITPOLD

What a relief!

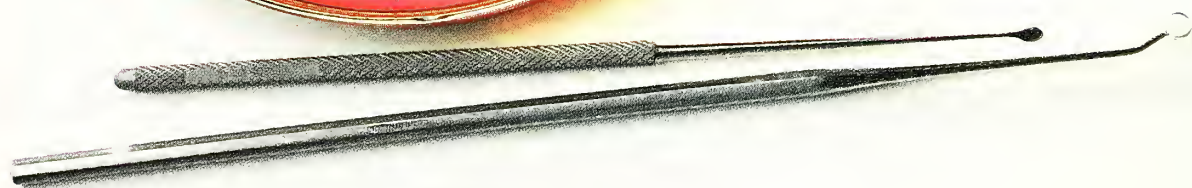
Powerful Pain Relief of Migraine, Headache, Muscular Pain, Dental Pain, Period Pain, Feverishness, Colds and 'Flu



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There are 50 million reasons to recommend Cepton eye drops. They're the only eye drops that contain a powerful antibiotic, which is proven to be effective against the bacteria that cause eye infections. And they're gentle on your eyes, so you can use them as often as you need to. That's why Cepton is the only eye drop recommended by the American Academy of Ophthalmology.

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many common eye infections, and it's gentle on your eyes, so you can use it as often as you need to.

Cepton is recommended by ophthalmologists and optometrists. It's gentle on your eyes, so you can use it as often as you need to. That's why Cepton is the only eye drop recommended by the American Academy of Ophthalmology.

Cepton is proven to be effective against many common eye infections, and it's gentle on your eyes, so you can use it as often as you need to. That's why Cepton is the only eye drop recommended by the American Academy of Ophthalmology.

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Cepton is recommended by ophthalmologists and optometrists. It's gentle on your eyes, so you can use it as often as you need to.

Care 
 THE EYE CARE COMPANY

Haydock show the way in Belfast

Representatives of 190 pharmacies attended Numark wholesaler S. Haydock's first ever trade show in Belfast last week. Both exhibitors at the 42 stand, two-day show, Haydock partners Jim McMaster and Tom Hutchinson, as well as pharmacists, pronounced themselves well satisfied with the outcome. Business exceeded target for Haydock and the goodwill fostered among customers and exhibitors is an added bonus for the company, according to Mr Hutchinson. "We billed the show as the buying opportunity of the year for Northern Ireland pharmacists — Our customers have treated it as just that."



Haydock staff Mrs Irene Middleton and Mrs Edna Davis (right) sign in Belfast proprietor Tosh O'Rourke who came to the show protesting that he was there to observe, meet colleagues, and support Haydock — though not by placing any orders. However, *C&D* has it from an impeccable source — none other than Mr O'Rourke himself — that one Haydock agency, at least, benefitted from a not-inconsiderable order from the secretary of the Pharmaceutical Contractors Committee

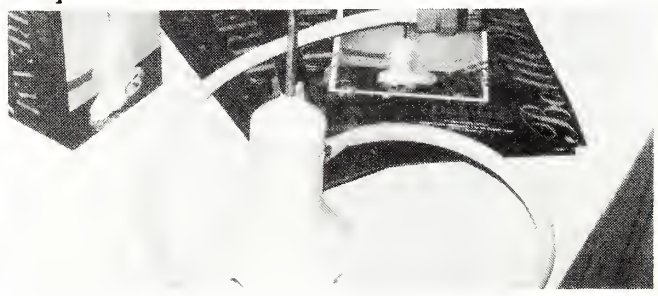


Ulster Chemists Association president Dennis Dougherty (left) and his wife June are welcomed by Haydock directors Tom Hutchinson and Jim McMaster (right) on the first afternoon of the show

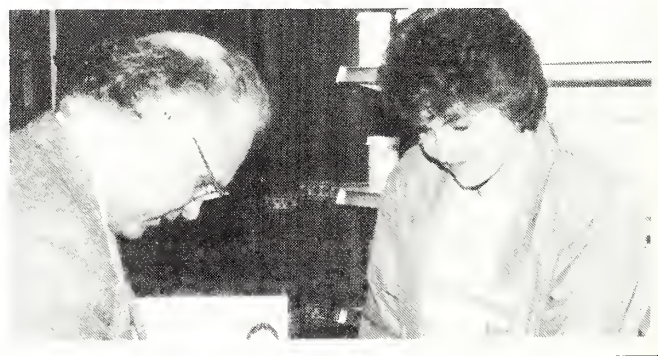
Derek Corbett, president of the Pharmaceutical Society of Northern Ireland (centre) exchanges some friendly banter with Tom Hutchinson of Haydocks while partner Jim McMaster keeps an eye on them



The Dalplas jetstream bottlewash for the dispensary, laboratory or the homebrew enthusiast was launched at the show. Designed to clean internal surfaces out of the reach of bottle brushes, the jetstream is freestanding and links to a tap by standard hose connector. It will be available through Haydock in four to six weeks and will retail at around £7.99. Dalatek Ltd, 1 Summit Close, Southwell Industrial Estate, Kirby-in-Ashfield, Notts



Proprietor pharmacist Tom Busby from Ballycastle places an order at the APS stand with Haydock's agency representative, Miss Gail Latimer



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THE LAND.**



The biggest name in toothbrushes is about to return to the TV screens of Britain with a new computer-animated commercial featuring the Wisdom Mouths. Large ones, small ones. And a toothbrush to suit them all.

The film will be running nationally during the peak buying period of May–June, and follows hot on the footsteps of our major press campaign for Wisdom Quest. Are you prepared for the Brush Rush?

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BONUS TERMS.

Society still wants contract appeals body

The Society is to continue to press for a number of amendments to the NHS (Amendment) Bill, and in particular is to support strongly the need for a national appeals procedure for applicants not granted NHS contracts.

At the Council meeting last week it was reported to the Legislation Committee that the Society would be represented at the House of Commons on the days when the relevant clause was expected to be debated at committee stage. The Legislation Committee agreed that thought must be given to the administrative mechanisms by which the appeals procedure might be implemented.

The Committee agreed that, in briefing interested MPs, the Society's officers should point out the resource implications

at family practitioner committee level, and the fact that they were likely to be no less burdensome than a national appeals committee. MPs should be made aware that an appeal at FPC level might lead to allegations of local bias, etc. The Committee also felt it important for the Department of Health to issue guidelines under which appeals would be considered, to avoid an automatic appeal by every aggrieved person.

On the Committee's recommendation, the Council agreed that the officers should brief MPs along those lines and that the office should write to the chairman of the Medical Practices Committee to seek background information regarding the national appeals heard by that committee.

When the Bill was considered by the Practice Committee, the meeting

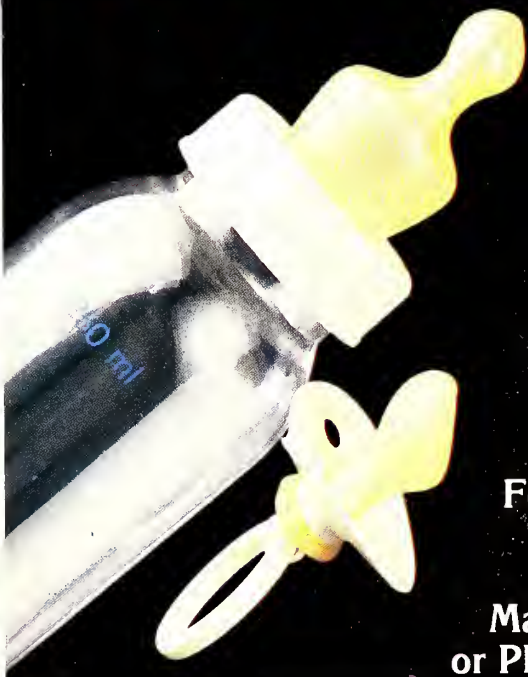
confirmed its view that there should be a national appeal body chaired by a person of some eminence. It was agreed that there would be merit in having firm guidelines for applications to ensure there would be no frivolous appeals. Should the Minister argue against a national appeal committee on the grounds of cost, it would be pointed out that locally organised appeals would also have cost implications.

The Committee also noted with concern that the Department had confirmed earlier suspicions that the Bill would require all applicants to list the types of appliances that they wished to supply. The clause could have an adverse effect on the public and the profession. For example, if a pharmacist omitted to apply for the supply of ostomy appliances, he would be unable to offer his services if a regular patient underwent an operation and required the appliances or if a visitor to the area presented a prescription from outside. That could not be regarded as being in the public interest and would cause considerable inconvenience,

continued on p948

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continued from p947

particularly if a multiple prescription contained both medicinal products and ostomy preparations.

It was agreed that an attempt should be made to maintain the pharmacist's ability to supply the complete range of appliances currently allowed on the NHS.

The Committee also noted the Department's intention that a person should be included in a list for a fixed period only for the supply of oxygen concentrators. It was agreed to seek assurances that the Minister did not intend to extend the application of fixed periods to other services.

Council agreed that the points made should, if possible, be raised during the committee stage of the Bill.

Pressing for rules on standards. The Society is to press for Regulations on pharmacy standards linked to a code of practice, despite the opinion of the Department of Health that such a link may not be legally possible. At a meeting between the Society and the Department, the latter had agreed to consider further the possibility of framing Regulations under Section 66 of the Medicines Act 1968 to cover basic environmental standards. The Department's lawyers believed that Regulations could not be laid which referred to a non-statutory publication such as the Society's Guide to Good Dispensing Practice. The Society's representatives would return to that point at the next meeting with DHSS officials.

Advertising ethics. General advice is to be given to pharmacists that, to comply with the Code of Ethics, they should avoid combining professional and non-professional advertisements, and that composite newspaper advertisements for several pharmacies were more suited to non-professional advertising.

Drug recalls. A letter is to be sent to the Department of Health chief pharmacist (Dr B.A. Wills) repeating the Society's view that action should be taken without delay to issue advice on the current drug warning/recall procedures. It had been agreed in November 1985, that advice was important.

Medicines in homes. A Press conference is to be held on May 14 to publicise the report of the Society's working party on the administration and control of medicines in residential homes. Bound copies of the

report are to be made available at £2.50 each.

Script security. The Society and the British Medical Association are soon to publish a joint statement on the security and validity of prescriptions. They will also send a joint letter to Sir Kenneth Newman (commissioner, Metropolitan Police) seeking a meeting to discuss the security of Controlled Drugs and prescriptions. The BMA has appointed Dr J.G. Ball as the elected member to liaise with a member of the Society's Council (Dr D.H. Maddock). A staff member would shortly be appointed to liaise with a member of the Society's staff (Mr W.B. Rhodes).

Locum request refused. The Society has turned down a request for a set of address labels for pharmacists registered part-time and pharmacists not currently employed, residing in one NHS region. A district pharmaceutical officer had requested the labels to help set up a bank of locum pharmacists available for occasional hospital duties. Council agreed to inform the DPhO that a more appropriate means of obtaining locums would be by advertising.

Charter medals. The recipient of the Charter Gold medal for 1986 will be Mr Robert Blyth (editor, *The Pharmaceutical Journal*). The Charter Silver medal will be awarded to Mr Michael Jepson of Birmingham.

On show at Chemex. The Society is to exhibit at the Chemex exhibition, which is to be held at Earls Court, London, September 14-16. Many aspects of the pharmacist's role will be illustrated, and a selection of the Society's books will be available for sale.

New Codex. The Society has approved the publication of a new Pharmaceutical Codex in 1991. The editor is to be Mr W. Lund (head of the Society's pharmaceuticals laboratory) and he is to have two editorial assistants. The content for the new Codex is intended to be complementary to the new Pharmaceutical Handbook.

Publication policy. Council has decided on the policy to be adopted for publication of material based on manuscripts in the Society's archives. Access to manuscripts will be allowed so long as the material to be published is approved by the Council beforehand. In a dispute, an independent historian will be appointed as arbitrator.

Full acknowledgement must be given to the Society in any publication. The Council has also decided to allow the British Society for the History of Pharmacy and the American Institute for the History of Pharmacy to publish jointly material from the letters of Dr Jonathan Pereira (an important early figure in the history of the Society), subject to compliance with the new policy.

Badge supply. The Society has thanked the Wellcome Foundation for replenishing the supply of replica presidential badges, one of which is given to each president after his period of office.

Hanbury lecture. The Hanbury Memorial Medal lecture is to be given on November 5, at 7pm when Lord Todd will speak on "Organic and pharmaceutical chemistry — the way ahead."

Oven standards. The British Standard specification for performance of electrically heated sterilising ovens (BS421: 1961) was to be revised and comments on the present standard were being sought by the Society's representative on the committee, Mr T. Dott (principal pharmacist, quality control, North West Thames Region).

Postcodes define branches. The geographical areas of the Society's branches are to be defined in terms of postal codes. In January, 1985, the Society introduced automatic allocation of members to a branch via the computer using the member's postcode. Where the postcode area crossed the boundaries of two or more branches, members had to be allocated manually to their branch, which was costly. The new arrangements will only affect new members or those moving to a new area.

Congratulations. The Society is to send a letter of congratulations to the department of pharmacy, Strathclyde University, for winning a 1986 Queen's Award for technology, jointly with Wellcome Research Laboratories, for its work in the development of atracurium.

Thanks. A letter has been sent to Mr A.G.M. Madge in which the Council has expressed its appreciation for his service as secretary of the Plymouth branch of the Pharmaceutical Society for the past 46 years. Mr Madge decided not to seek re-election this year.

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campaign to dentists. So you can be sure of big sales, and even bigger profits. Make the most of this great opportunity and increase your stock now.

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*Independent Chemist Audit data, July-December 1985 compared with July-December 1984.

Our great grandparents lived in an age which we now view with nostalgia. We imagine a life of rural tranquility, of a leisurely working day and fresh wholesome food obtained direct from the farm.

For a favoured few that may have been so; but if your forebearers were from Lancashire around 1830, the picture was much different. The industrial revolution which changed the Western world had started there barely 60 years earlier with the invention of Arkwright's Spinning Jenny.

Disease never far away

Thousands of farm workers and hand loom weavers moved from the countryside to the fast growing cotton towns of Bolton, Oldham, Blackburn and Rochdale seeking work. These towns could double their population every ten years. If your ancestors were among these migrants, they would work a 70 hour week, be permitted no holidays and be forced to live in damp, unsanitary tenement houses.

As many as 100 people would live in a terrace of four houses and share one outside toilet whose effluent would discharge into the back street. Death claimed an average of two children from every family of five. Life was cheap and disease was never far away. Often death came as a release to those who were ill. Education was minimal and most marriage certificates of the period are marked with a cross in place of a signature.

Gin palaces

It is no wonder that many sought release from such conditions through alcohol or drugs. Around 1820 the gin palaces opened from 7am until nearly midnight, selling gin at 2d per glass. Gin and strong tea were the order of the day in Manchester for the industrial poor.

In an attempt to restrain the consumption of this hard liquor, in 1830 the authorities allowed beer houses to be opened. No magistrate's licence was needed and any householder could obtain a Customs & Excise licence. These fore-runners of present day public houses opened from 6am until well into the night. The result was that though more beer was sold, no reduction in the consumption of gin took place. The situation worsened — having the opposite effect to that which was intended. Huge amounts of money were spent on alcohol; beer houses were in the ratio of one for every 100 to 250 people in some areas.

In 1861 a heavy duty was imposed on the purchase of gin to discourage its use. Further, in 1869 all beer houses were required to obtain a magistrate's licence to remain open. The 1892 Licensing Act restricted their opening hours even more, and later, children were precluded from entering public houses. These restrictions were brought in partly through pressure

Drug addiction is not a new social problem. In many ways it was far worse in the last century than it is now, as Bolton Pharmacist George Melling found when doing a project for his evening classes on local history. Opium was a near universal panacea for workers in the booming cotton towns of Lancashire.



Opium for a penny

from Temperance Societies whose growth and influence had risen rapidly during the previous two decades.

In the overcrowded tenements crying babies disturbed the workers in the household, so infant "pacifiers" came into use. Numerous concoctions were tried, almost all of them containing opium — and often laced with gin or rum.

The Medical Officer of Health for Macclesfield, in his report for 1890, stated: "Many children make early acquaintance with drink as babies, when they are plied with gin by means of licking the finger of the mother, dipped in the liquor." Lancashire and East Anglia consumed more opium than the whole of Britain, mainly in the form of the tincture, more commonly known as laudanum. Over a century ago opium was as freely obtainable from grocers, corner stores, druggists and even pubs. Imports of opium increased by 85 per cent to 209,000 lbs per annum from 1822 to 1830, (though some of this would undoubtedly be re-exported). Per capita consumption increased up to 3lbs per 1,000 persons per annum by the 1860's, enough for up to 100,000 doses for infants and adults.

Of the many sweetened laudanum-based sleeping potions manufactured at that time, Godfrey's Cordial was the most widely used. Selling in distinctive "steeple" shaped glass bottles, gallons of it were consumed daily. One former druggist's apprentice in Lancashire recalled that his master used to make it up regularly in a large boiler — 20 to 30 gallons at a brew!

Angus Bethune Reach, a noted contemporary London journalist, visited Manchester in 1849 and commented that druggists were exceedingly reluctant to admit the extent of this abuse. "A few admitted to selling a little — about two shillings worth a week in penny lots. Some denied point blank that the drugging system existed; while their shop windows were crowded with announcements of different forms of the medicine they declared they did not sell. One druggist not far from the Rochdale Road tried to pooh pooh the whole thing, claiming he sold nothing worth mentioning; yet during the five minutes of conversation with me, he handed over to two little girls, three distinct pennyworths of a laudanum mixture," he reported.

'Sleeping tea'

Infants suffered from hunger and a lack of nutrition, since patent baby foods did not become available until the 1860's, and would then be beyond the pockets of the industrial poor. One pennyworth of Godfrey's Cordial would soothe a child initially, but as the infant grew a stronger "sleeping tea" was brewed at home in some areas, often containing aniseed, treacle and sugar added to laudanum. Opium was an effective palliative for the gastrointestinal complaints so common among the poor and which were one of the major causes of infant mortality.

As larger doses became necessary, the cost became prohibitive, so substitutes were sought. Many back street purchases of

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opium were adulterated and the labouring people were more at risk because of the need to buy cheaply. In Clitheroe poppy heads were used, while in Rochdale a mixture of solid opium, anise and canary seed were boiled with sugar and treacle.

One doctor estimated that infants of seven to eight months old were taking up to fifty drops of laudanum within 24 hours — equivalent to two grains (or 120mg) of pure opium.

Infant mortality

Women said they had to keep infants quiet so that the workers would sleep undisturbed at night. The opium-dependent child was instantly recognisable. A contemporary said: "It becomes so thin you can see nothing but bone. Its eyes get sunken and fixed, its nose pinched; looking like old wizened men and women."

Journalist Angus Reach, again writes: "The child sinks into a low torpid state and wastes away to a skeleton, except for the stomach, which swells producing what is known as 'pot belly.' If the child survives the treatment it is often stunted for life. To this drugging system is ascribed the great infant mortality in the cotton towns."

In Ashton-under-Lyme and Oldham 600 to 700 deaths were attributable to convulsions in a single year — many induced by overdosing with opium. The figure was well above the national average. Opium over-dosage caused some to die suddenly of convulsions, but more commonly death came slowly, painfully and insidiously. The infant went into a decline and was registered as dying of atrophy — a wasting disease. Some fell victim to trivial disorders because they had no resistance to illness. Others survived but became afflicted with rickets, stunted in body with crooked limbs and unsightly joints.

The number of chemist's shops increased rapidly. In Manchester, for example, there was a fourfold increase between 1830 and 1880, compared with a mere doubling of the number of doctors. This indicated a prevalence of self medication among the very poor. One Stockport apprentice chemist in the 1890's recalls that counter sales of opium powder were usual transactions, sold mostly to local millworkers. "Before we closed on Saturday nights, we had a few old ladies wrapped in shawls bringing their own bottles for 3d or 4d of 'lodlum' to help them with their coughs

and their sleeping." Some were supplied regularly for up to 30 years from the same shop.

Legislation

Gradually tighter controls of patent medicines became effective. In 1908 the Pharmacy and Poisons Act placed opium and its preparations in Part I of the Poisons Schedule, thus requiring a signature in the Poisons Book for its purchase, which could only be from a registered chemist.

Improvements in health and in living standards, as well as the beginnings of state welfare and National Health Insurance, combined to diminish the reliance of opiate remedies as "cure alls." By 1914 the regular users were mainly the elderly — few younger people took the drug.

Open sales became a thing of the past and mortality from the effects of opium was in decline. The international narcotics control movement was having a beneficial effect by 1919, while the Dangerous Drugs Act of 1920 brought in a new era of control of opium in England. In the 1980's we have our drug problems; we have our various habit forming tranquillisers, but the Valium of the Victorians was gin and laudanum.

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Topal Prescribing Information

Presentation: Round, pale cream tablets with a fragrant odour and sweet, slightly gelatinous taste. Dried aluminium hydroxide gel 30mg, light magnesium carbonate 40mg, alginic acid 200mg, plus excipients to 1.65g.

Uses: Relief of discomfort due to gastric reflux or mucosal irritation in conditions such as heartburn, reflux oesophagitis, hiatus hernia, gastritis, acid dyspepsia.

Dosage and Administration: One to three tablets chewed four times a day between meals and at bedtime.

Contra-indications and Warnings: No specific contra-indications, but care should be observed if used by diabetics because of the sugar content (see further information).

Pharmaceutical Precautions: Nil. **Legal Category:** GSL.

Package Quantities: Carton of 42 (7 x 6) foil wrapped tablets.

Basic NHS Price: £1.67 per carton of 42 tablets.

Further Information: Each tablet also contains 880mg of sucrose, 220mg lactose, but no added colouring.

Product Licence Holder: Concept Pharmaceuticals Limited, The Old Coach House, Amersham Hill, High Wycombe, Bucks HP13 6NQ.

Product Licence Number: 0603/0021.

'Topal' is a trademark. Further information available on request from the distributor, ICI Pharmaceuticals (UK).

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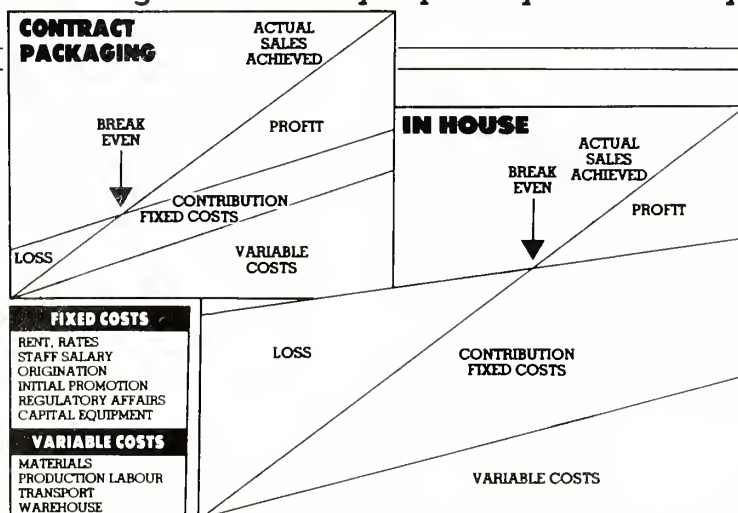
Contracting out

Look along the shelves in any pharmacy, be it in the dispensary or the front shop, and well known brand names catch the eye at every turn. But most pharmacists would be surprised at just how many of these products are manufactured or packaged — or both — by someone other than whose name appears on the pack. Contract work is big business today, especially in the toiletry and pharmaceutical sectors.

The first thing one finds when looking at contract manufacturing and packing is that while the companies involved are more than happy to say what they do, they will not say who they do it for.

Services are freely advertised, and past contract work regularly featured in brochures, but confidentiality about work in hand is the rule. The reasons for this are varied. With pharmaceuticals, details of a product's formula could be the result of considerable research work and the subject of a product licence.

In the toiletries field the motives might be slightly more commercial. If it was generally known where a contract had gone there is the possibility of undercutting on price — and margins are naturally tight. The customer has to cover the contractor's costs and overheads, and although that may be an



Launching a new product: with a contractor the break even point comes earlier, but profit is lower as the customer has to cover the packer's profit and overheads.

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alternative to capital investment in equipment, it is still money off his profit.

But the real reason may be more obscure. A company's goods are backed by its name and image, and, with branded goods especially, the consumer is paying for that assurance of quality. To advertise widely that the product is, in fact, made by someone else is hardly good marketing practice. This is not to say contract manufacturers' standards are lower than their customers' — the opposite if anything. Their standards are those they are set.

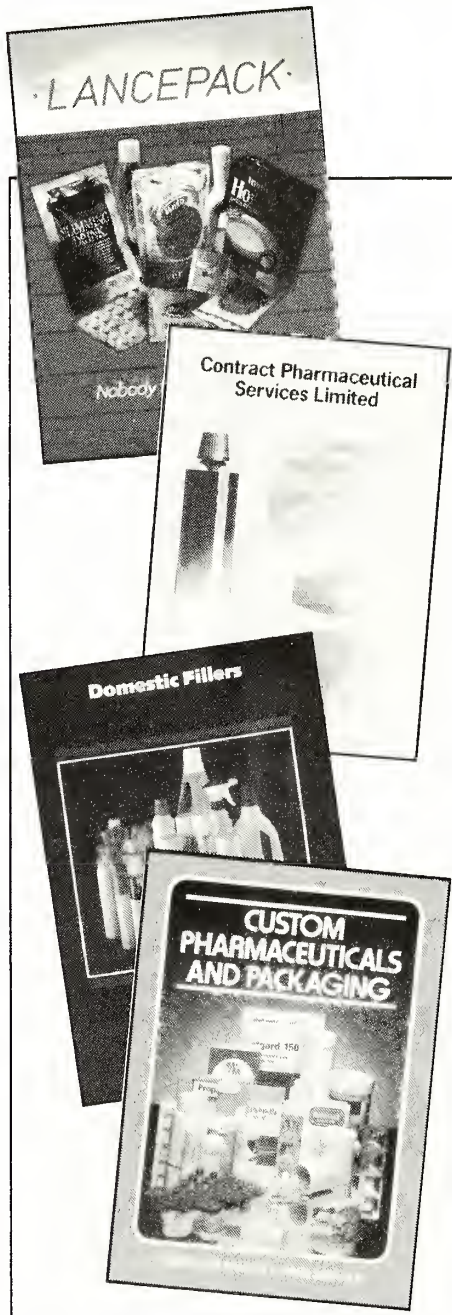
So while the volume of product put out to contract is rather nebulous, there is no doubt it is considerable. Who does it and why, and what can be done? The answer to the last question is simple — just about anything, from disposable nappies to toiletries, tablets, injectables and liquid medicines.

Why is it done? There are any number of reasons. It may be that the production run is too short to make it economical to do in-house. Contract manufacturers can be used to boost production of seasonal items during periods of peak demand. It may be that the company is a front-line marketing organisation with no production facilities of its own — products from the pharmacy symbol groups could fall into this category.

Contract packers may be used during the launch of a new product. It can save the customer investing in expensive machinery until it is certain the product is going to pay its way. They may also be used to provide alternative presentations of an established product — sachets for a promotion, for example. For importers it can cut down on shipping costs and give ready access to packaging meeting local requirements.

Who does it? While contract manufacturing is only done on a large scale by relatively few companies, the number of contract packers is legion, but some services are more specialised than others.

Mediflex offer packing and sterilisation facilities for medical disposables. Different sterilisation methods available include



Contract manufacturers, like everyone else, advertise their services — but only so far. Who the work is done for is not freely divulged

gamma radiation, ethylene oxide and steam. Sales manager Robin Croft says business is growing at a rate of 25 per cent a quarter.

Domestic Fillers were formed in 1964 to pack and distribute aerosol products. The company has in the past done work for Boots on its own label hair care range. It can offer ready made formulations or develop a product from scratch — it also offers a design studio for graphics.

Standard Soap offer development and manufacturing facilities for toiletries and claim to have been responsible for "putting quality toiletry products behind many well-known household names for over 50 years". Again, in-house design facilities are available for, say, the putting together of an own-label range.

Clöckner Pentapack claim to be the UK's largest contract packer with three factories at Reading, New Tredegar and Basingstoke. Reading concentrates on pharmaceuticals. The company claims expertise in "form-fill-seal" production, producing sachets or blister packs.

Contract Pharmaceutical Services, specialise, as the name suggests, in pharmaceuticals. One client they're prepared to reveal is the Department of Health. The company reckons to produce over 2 billion tablet a year in over 400 different formulae in sizes varying from that of a saccharin tablet to 3in diameter blocks. In addition to tableting the company offers manufacturing facilities for liquids and creams.

Custom Pharmaceuticals are a smaller company offering manufacturing and packing of pharmaceutical tablets and powders. On the packaging side the company has a special expertise in packing powders and liquids into four side sealed sachets. This side is a spin-off from a sister company which developed the sachet filling machinery. As a smaller concern what it lacks in range of facilities can be made up for by greater flexibility, and the ability to take work on at short notice.

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A full time operation...

Pharmaceuticals have always been an interesting area for contract packers. There has always been a wide variety of products with short production runs. And that is where contract packing comes into its own, says Richard Lawson, managing director of Lancepak.

"There are very few major companies with fast moving goods that do not use contract packers. We package and manufacture for people who have no facilities of their own. We top up the resources of a manufacturer's own operation to cope with seasonal peaks. We provide alternative packaging for established products, such as single unit packs for hospitals or promotions, for example. We are also able to launch new products until their market is established, saving a manufacturer costly and possibly high risk investment in equipment," says Mr Lawson.

Lancepak is an independent company based in Lancing, West Sussex. It was set up in 1948, and until the 1960s owned by Sangers. Mr Lawson puts the company in the top five in its field in the UK. With over 40 different packing lines available it offers facilities for mixing and blending raw ingredients, sachet packing, bottling, cartoning, thermoforming, blister packaging, shrink wrapping and labelling.

"Few offer the range we do," he says, "but it's a very fast moving market. People come to us because they know our resources. We operate a 96 hour week, with three shifts as standard."

As with all companies that handle pharmaceuticals, Lancepak holds a Manufacturer's Licence from the Department of Health. "The Medicines Inspectorate visit once or twice a year unless we have a problem. Their main concern is that management discipline exists in the plant, and that the quality control operation is adequately run," says Mr Lawson.

The standards imposed on a contract packer are those set by the customer. "If he makes it difficult then that is reflected in our price. We may have some input on the materials used. Big companies tend to buy for themselves and present us with a package — pre-printed packing materials and the product. They have the expertise and the purchasing power. Smaller companies tend to ask us to source material for them," says Mr Lawson.

Workload fluctuates. There is a seasonal trend — suntan lotions will be packed over the Winter period. "We have lots of bread and butter work, mostly where we have a technology developed in-house." Most jobs are set up about three months in advance, but Mr Lawson recalls a number of

occasions where production has started within a day of the initial inquiry. The company's turnover last year was £2.5m, but that bears no reflection on the value of goods "passing through".

Confidentiality clauses are included in most contracts. "No manufacturer wants the public to know their brands are not produced in-house. We have to reflect the same quality as the brand name carries," says Mr Lawson. Pharmaceuticals currently account for only 25 per cent of Lancepak's

business and 60 per cent is in foods.

Capital investment for the company is high. Deciding which is the best type of packaging format to go for next is one of the most difficult decisions Mr Lawson has to make. His latest purchase comes into operation in June. Called the Cekacan system, it produces a variety of semi-rigid paperboard cans from preprinted aluminium laminate blanks. A range of closures offers tamper evident and re-usable features.

"Flexibility within a machine is a very important part of any decision we make," says Mr Lawson — for obvious reasons.

...or just a little bit on the side?

Contract manufacturers and packers come in almost as many varieties as the products they handle. While there are specialised companies who do little else, work is also done by well-known companies with established brands. They solicit contract work to take up slack in their own production schedules. C&D talked to three such companies...

Paines & Byrne is a small privately owned family business that has been manufacturing pharmaceuticals for over 50 years. The company specialises in products of biological origin to produce injectables.

"We did not do contract work before 1978. We completed a sterile products unit then and have been looking for work since," says managing director David Hurd. "About 20 per cent of our capacity is used for contract work. We don't take on large production runs — the unit is not that large. But it's useful for clinical trials type work."

The company has offered its liquid filling capacity to customers from time to time, but, admits Mr Hurd, find it a very competitive area. In addition to formulation, stability testing, manufacture and filling of small volume injectables (aseptic filling is a speciality), Paines & Byrne offer freeze drying facilities. The company also holds a "specials" licence, allowing manufacture of one-offs for hospitals.

Mr Hurd is happy with the volume of business coming his way, although it's not been so good over the past 18 months. "I'm not sure of the reasons. I don't think it's cost, as when we quote we often get the job."

Paines & Byrne did not plan their sterile unit with contract work in mind. "It was just a natural progression. We would not consider developing that side — its very competitive. The sort of quotes we can get business on are low in comparison to

margins on our own products."

Boots, by comparison, are in a totally different league. Some idea of the scope of their operation can be gained from the fact their brochure is published in French and German in addition to English. The brochure is not sent out to everyone. "Experience has shown it is counterproductive," says Peter Milburn, head of Boots Contract Marketing. "We get a lot of small inquiries that we cannot handle."

His particular type of operation is more geared towards total product development from concept, through pack design and product development to eventual manufacture — the kind of thing a symbol group might look for to produce own label goods. The brochure claims the company develops on average three new products a day, and handles over 6,000 individual medicinal and consumer formulations.

Mr Milburn is quick to point to the difference between a contract packer and a manufacturer. "There are probably only two or three dozen serious contract manufacturers. But there are hundreds of contract packers, especially on the toiletries side — people with a small packaging line with employees they can lay on or off at will. A lot of black money changes hands."

Pharmaceuticals are a popular item to put out to contract as traditionally each pharmaceutical house has had its own



A filling line in operation at Lancepak's factory at Lancing, East Sussex

speciality for its own products. "There is still quite a lot of inter-trading," says Mr Milburn. Business on the pharmaceutical side is conducted "pretty ethically," he says. "On the toiletry side it's damn competitive."

Boots find most of their work comes from shampoos, soap and oral care products. The only time the company will not accept a job is when it involves giving away a USP — unique selling proposition — on a Boots or Crookes product, but it doesn't happen

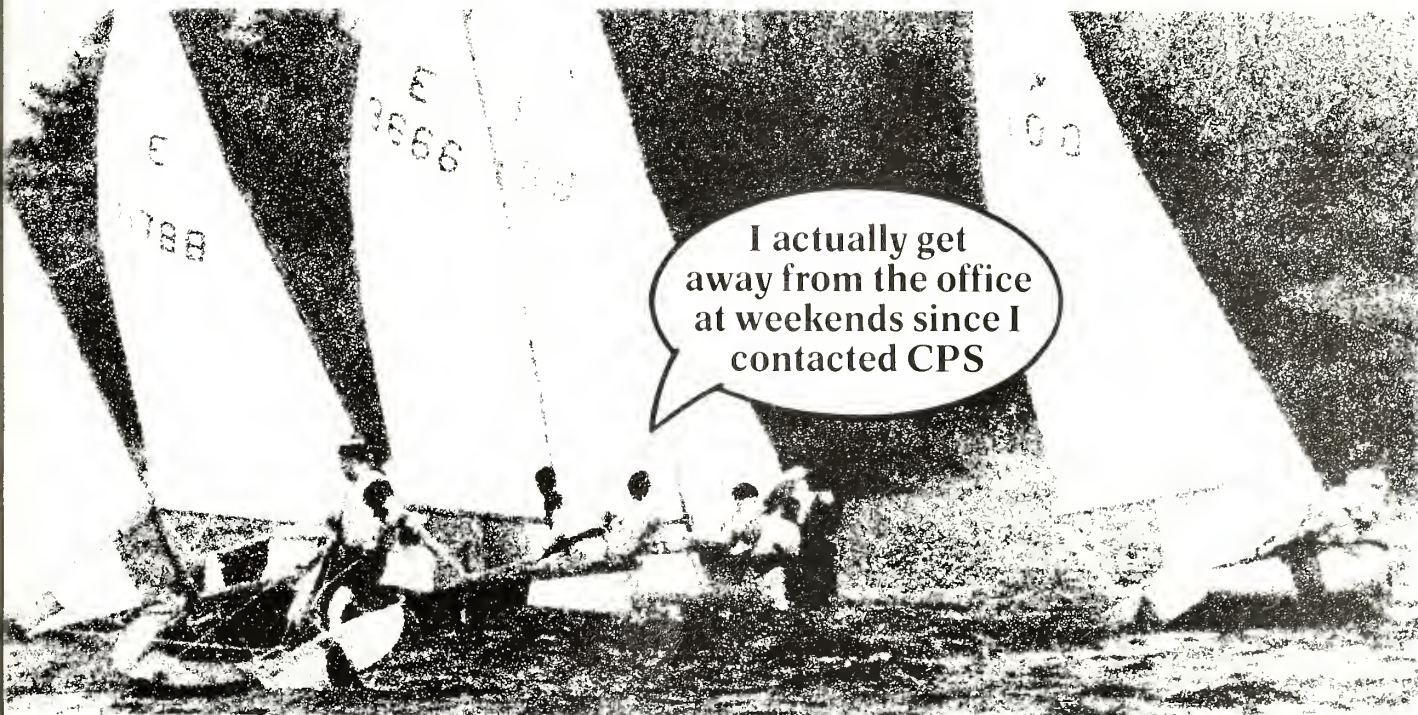
often. A fair volume of work is done for the export market. "We have only been doing this seriously for three years, mainly Europe and the Middle East. We're just moving into the Far East," says Mr Milburn. "It mainly tends to be up-market toiletries and it's an area we're looking to develop."

Cox Pharmaceuticals are among the largest of the UK generics manufacturers. Established in 1839, the company has been involved in contract manufacture for as long

as anyone can remember. An expansion programme to increase the factory area by some 40 per cent to extend facilities in the development, manufacturing and packaging areas started in January, to be completed by early 1988.

"Contract work is something we are very interested in," says contracts and purchasing manager Mrs Bobbie Rainey. Cox do not need to do a lot of advertising. "Basically work comes in through our reputation," she says. Not surprisingly, the highest volume comes from tableting, but the company also offers development and manufacturing facilities for creams, ointments, suppositories, powders and liquids. Cox handles a lot of business from companies whose parents are overseas.

Cox see the coming of original pack dispensing as a challenge. "We have a detailed programme underway to meet ABPI guidelines from our own generics point of view," says Mrs Rainey. "We're already having inquiries about OPD contracts. By the middle of the year we will be able to blister pack 500m tablets per annum."



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Making progress on OPD

It's time those who thought that original pack dispensing would never come revised their ideas. While the industry hasn't exactly rushed into the project there have been good reasons for holding back on decisions. The ABPI issued its definitive policy statement on pack sizes and bar coding in February, re-inforcing earlier announcements. And the Department of Health has yet to make its position clear.

There are clear indications, though, that manufacturers are now doing more than talk about the problems OPD presents them with. "We're past the problem identification phase into the problem solving one," says Mr Sharp. Packaging equipment suppliers report considerable interest from the pharmaceutical sector.

An APBI survey of member companies' proposed original pack sizes shows plans are well advanced. So far 45 manufacturers have responded, including all but three of the top 25 in terms of volume. Of these 32 have declared proposed OPs which are "entirely or very largely in line with current pack size policy". The 13 not in line include those companies who are still undecided or difficult to classify.

"Over 85 per cent of the products we have information on will be packed to conform to stated policy," says Mr Sharp. And in contrast to some predictions OPD looks set to reduce rather than increase the number of different pack sizes, he adds.

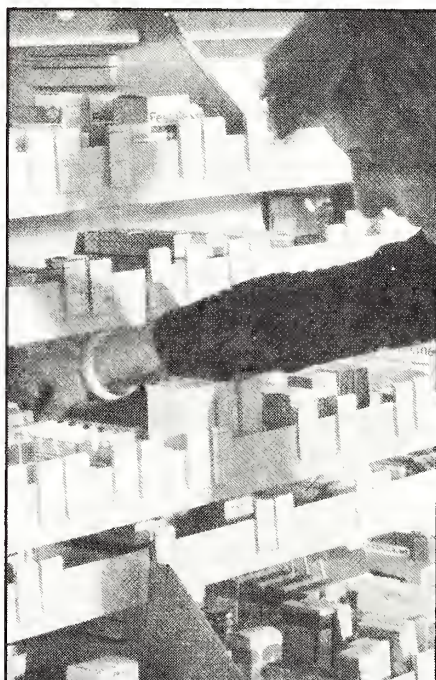
With 40 per cent of medicines in original packs already, the ABPI's target of having the majority of products (in terms of volume) in OPs by July 1987 is within reach. Mr Sharp is optimistic that the project will be completed by the following year, although he is realistic enough to recognise it is a tight deadline.

One rate limiting factor is the delivery and installation of packaging machinery. But manufacturers are reluctant to make any investment in this area before the Department of Health comes clean. A DHSS committee is due to report in the Summer. Assuming it approves the steps taken so far, the one question everyone hopes it will answer is how OPD is going to be financed. One proposal is that the pharmacist's container allowance is transferred to the manufacturer.

"Perhaps the biggest inhibition to us forging ahead is the position of the DHSS. The industry would be grateful for a definitive statement as soon as possible," says Mr Sharp. He believes the committee's report will be supportive, but could well look at wider aspects of OPD.

The Department's approach so far has been co-operative. The Licencing Authority

John Sharp is project manager — original pack dispensing, at the Association of the British Pharmaceutical Industry. He is also weary of hearing the example of Tenormin 28s and 30s being used to illustrate all that's wrong with OPD. C&D takes a look at progress to date, bearing in mind that the industry's own deadline for completion of the project — July 1988 — is looming large.



A Pharmatrever — picture courtesy of Kordex

has announced measures to help with submissions for product licence variations to take account of new packaging. If manufacturers wish to co-operate in the stability testing of the same formulation presented in the same sales pack, then such data will be acceptable for all licences involved. For similar products of the same strength, with minor differences of excipient content or packaging materials, co-operative data will also be accepted.

These moves should help prevent a bottleneck should a flood of submissions follow the DHSS committee's report. Mr Sharp says he "understands" there will be no delay. Since he spent 14 years with the Medicines Inspectorate before moving to the ABPI last year, his "understanding" is probably fairly accurate.

So although there is little visible sign of

an OPD revolution, the groundwork has been laid. But the road so far has been far from smooth, and Mr Sharp has obviously found himself caught in the middle of conflicting opinion more than once. "One of the things about OPD is that everyone thinks it is a good idea, and they then go on to suggest that no-one has thought of the problems but themselves."

The industry has accepted a 28 day pack as the basis for the treatment of chronic complaints. But there were advocates of a fairly loose definition of pack size. Another problem was that of bar coded stickers, to be used for computerised prescription pricing. "The idea was originally put forward by PSNC, and everyone thought it was a good one except the Prescription Pricing Authority," says Mr Sharp.

With no indication from the PPA as to when it plans to instal bar code readers, coupled with new developments in computer coding and labelling technology, Mr Sharp accepts the idea might be premature. "We have not said we are no longer interested, but have modified our statement to prepare companies to implement it at short notice rather than from day one."

The question of tamper evidence and child resistance is an emotive one, as Mr Sharp recognises. "Strip or blister packaging seems to be the most acceptable pack to combine child resistance, tamper evidence and patient accessibility with the OPD concept," he says cautiously, but goes on: "It is up to individual companies as to how they choose their pack — we are not recommending any particular style."

"There seems to be an impression that OPD is only about tablets and capsules and only in strips and blisters. It is about any form of pharmaceutical in any form of suitable packaging. However, there is no doubt there is a marked swing to blister packing."

One possible concern is that the British Standard for CRCs specifically excludes "non-recloseable packs of pharmaceuticals". The BSI is considering a standard for strip and blister packs, possibly based on mechanical parameters. "I believe the industry may well produce its own guidelines shortly," says Mr Sharp.

A problem still providing headaches is ensuring a common pack size (ie number of dosage units) for each brand or version of the same drug, particularly important if OPD is to be carried out successfully in the generics sector. At present it is proposed that the company that initially brought the preparation to the market place determine the original pack size.

Original pack dispensing is coming, but whether it's sooner or later depends on who you talk to. The ABPI is, quite rightly, bullish about progress. But how do other people assess developments?

Manufacturers are reluctant to talk about their plans, both for commercial and political reasons. But a good indication of progress can be got from the suppliers of packaging equipment. Pakex is the UK's major exhibition covering the field, and took place in the last week of April. C&D talked to some exhibitors.

Contract manufacturers and packers report they have had little business put their way because of OPD as yet, but, without exception, expect it to come soon. Suppliers of machinery, especially strip and blister packing equipment, say there has been enormous interest" from pharmaceutical companies.

"But they are moving towards OPD with the greatest reluctance," says Peter Teague of Robert Bosch. "The capital investment is high, and who is going to pay for it? I would be very surprised if OPD gets off the ground within three years. Contractors could take up some of the slack, but not enough."

With most packaging equipment

'When will the selling begin?'

The pharmaceutical industry has embraced the concept of OPD, but there seems to be a reluctance to take the final plunge, as equipment suppliers are finding. There's a lot of interest but...

coming from abroad lead times are lengthening. Klockner say they cannot supply one of their blister packing lines in less than eight months, compared to five normally. This picture is reflected with other companies. However, all expect the "OPD dam" to burst soon.

Ken Davies, of labelling specialists Harland, says: "Everyone wanted to talk about OPD. It was almost like a counselling service in some respects. But how long can talk go on before the selling actually starts?" Four out of the eight exhibits on the Harland stand at Pakex were pharmaceutically orientated.

"What comes through to me is that companies stand aghast at the cost of implementing OPD, and are asking who committed them to it without realising who is going to pick up the tab. I have heard costs of £1m being quoted by some companies," says Mr Davies.

He also feels the ABPI has forged ahead without due regard to some of the advances in labelling technology. Optical character recognition (OCR) coding is gaining ground as an alternative to the widely used EAN bar codes, and Mr Davies is betting it will supercede EAN.

Optical character recognition is an alpha numeric code in a computer readable type face, and it takes up considerably less space on pack than a bar code would. New methods of incorporating detachable coded stickers on labels and packs are also beginning to appear.

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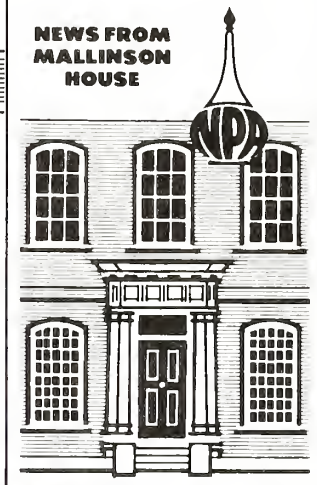
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NPA Board of Management CLASS OF '86



Gordon Bullous, MPS (North-East one), newly-elected Board member. Spent two years with Boots in Sheffield then studied at Sunderland Polytechnic (1954-56), registered 1956. Further two years with Boots in retail, then joined their pharmaceutical development department (1958-64). Moved to Winthrop as manager of pharmaceutical R&D, before buying own pharmacy in Gateshead in 1970. Also partner in health centre consortium. Married with two daughters and a pharmacist son.

Mr Bullous says the NPA "Ask your pharmacist" campaign has been a major contribution: "It has so enhanced the standing of the profession." And he hopes the NPA will continue to lead the way with better public relations for pharmacy as the profession evolves in line with Nuffield recommendations.

Hobbies are family and home, church work and fishing.



Leslie Calvert, FPS (North-east two), Board member since 1978. Apprenticeship with Timothy Whites, studied at Leeds University, registered 1946. Worked for Halifax Co-op before opening own pharmacy; now owns two with a share in a consortium in Leeds. Member of PSNC. Married with three children.

Mr Calvert sees staff training as the key to pharmacists' development in line with Nuffield and the Green Paper on Primary Health Care. He is chairman of the NPA's subcommittee on staff training.

Hobbies include golf and do-it-yourself.

Jeremy Clitherow, MPS (Merseyside), Board member since 1983. Studied at Liverpool School of Pharmacy, preregistration year Timothy Whites, registered 1967. Now proprietor pharmacist in Liverpool; married, with two children. Active in local pharmacy



politics and is BBC Radio Merseyside's "Radio pharmacist." (see *C&D*, April 19, p771).

Mr Clitherow feels that overall protection of members interests is the most vital role of the NPA, but he wants to see a more dynamic lead from the organisation. He liked Nuffield's recognition that there was a role for pharmacy in practical healthcare through better communication.

Hobbies are shooting, motorcycling and photography.

Dengar Evans, MPS (Wales), Board member since 1977. Mr Evans modestly describes his pharmaceutical history as "undistinguished." A proprietor pharmacist, he lives in Cardiff. Married with two children.

The most important thing about the NPA is "that it is there" defending the financial, legal and technical needs of the profession. Mr Evans would like to see commercial influences in communi-



ty pharmacy diminish.

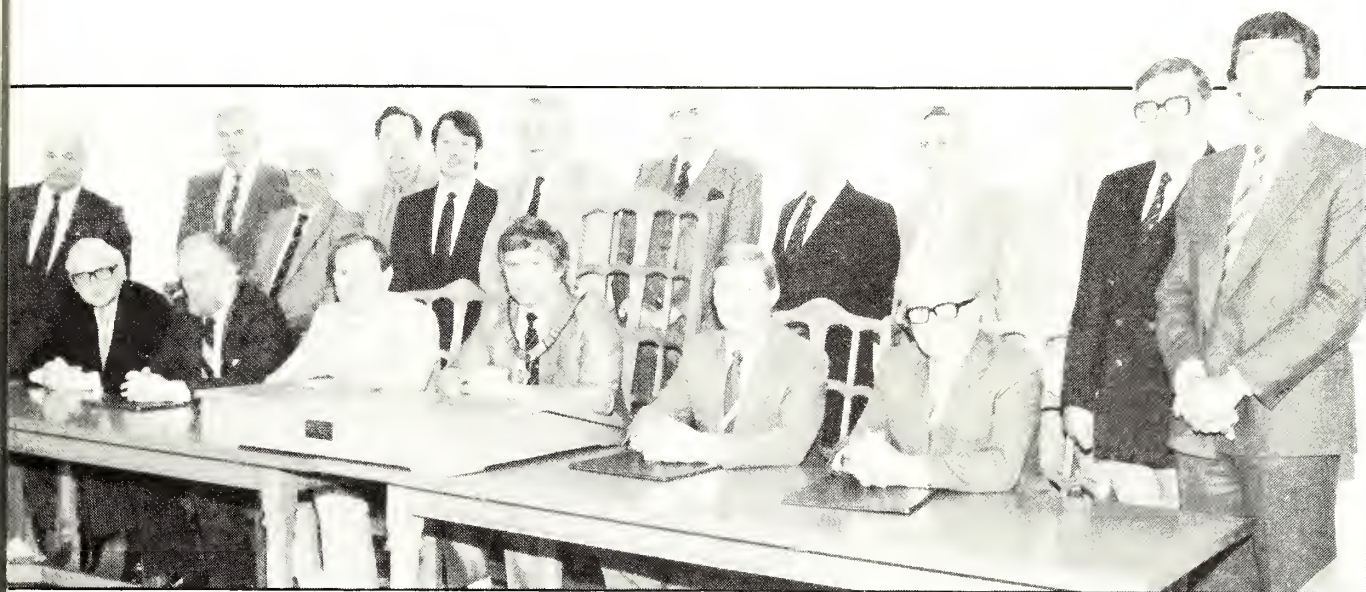
Hobbies are "party" and pharmaceutical politics.



Alan Facer, MPS (North West one), Board member since 1980. Apprenticeship with Boots, studied at Sunderland Polytechnic, registered in 1959. Now a proprietor pharmacist, living in Preston. Married with two children. Son is preregistration pharmacist with Boots. Mr Facer is newly-elected chairman, and NPA representative on PSNC.

In common with nearly all the Board members Alan Facer believes the most important NPA service is that offered by CDA closely followed by Pharmacy Mutual Insurance, and the information and training departments. For the future he would like to see greater co-operation

Chemist & Druggist 10 May 1986



with the PSGB particularly in the setting of standards for premises as envisaged by Nuffield. He believes that maintaining such standards might in future be a condition of membership of NPA.

Hobbies are golf and sailing.



Marshall Gellman, FPS (Greater Manchester). Former chairman, 1982-83 and Board member since 1977. Studied at Manchester University, preregistration year at Crumshall Hospital, Manchester, registered 1951. Own pharmacy since 1955. Married with two children, lives in Salford. Member PSNC. Actively involved with the hospital broadcasting service and chairman of the Radio HBS for hospitals in the Manchester area.

Mr Gellman is happy with the total support given to NPA from its members but feels that they could make greater use of the services provided.

Hobbies are hospital broadcasting and supporting Manchester City and Lancashire County Cricket Club.

Joseph King, MPS (East Anglia). Board member since 1983. Studied at Leicester Polytechnic (1966-69) and spent his preregistration year with Boots, registered 1970. Now owns four shops.



Member of Clothier committee. Married, lives in Norwich, three children.

A greater male intake is one of the changes that Mr King would like to see in community pharmacy. And he suggests more campaigning within the education system to promote pharmacy as a career; such a move that would improve the quality of members coming in to the profession, he says.

Hobbies are squash, tennis and football. Mr King is vice-president of Norwich City FC.



Dr D. Hopkin Maddock, FPS (South West) Board member 1969-77, and since 1980. Registered 1956. A proprietor pharmacist, lives in Padstow, Cornwall. Previously worked in the pharmaceutical industry, and is a former superintendent pharmacist of R. Gordon Drummond.

Thos O'Rourke FPSNI (Northern Ireland). Board member since 1967. Registered in 1950, and was a branch manager 1950-57 before opening his own pharmacy in 1957. Lives in Belfast, married a pharmacist, Catherine, with three children. Secretary of Pharmaceutical Contractors Committee in N. Ireland, and member of the Pharmaceutical General Council (Scotland), and the Statutory Committee of PSNI. He is a past president of the Pharmaceutical Society of NI and of the Ulster Chemists

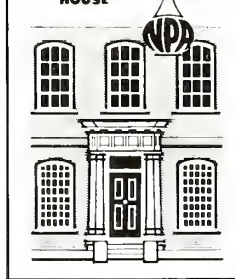


Association.

Approval of the Basic Practice Allowance was one of the major points in the Nuffield Report in Thos O'Rourke's opinion, and he would like to see more "new" money for the introduction of the services mentioned in the Report.

Hobbies are sport and especially bowls (not crown green).

Lewis Priest, MPS, (North West London). Past chairman and Board member since 1974. Three year apprenticeship before studying at the London School of Pharmacy (1944-46). Spent 25 years with PSGB on scientific publications and administration (two editions of BPC EP) and Poisons Guide. Secretary of the Statutory Committee 1967-71. Now pro-



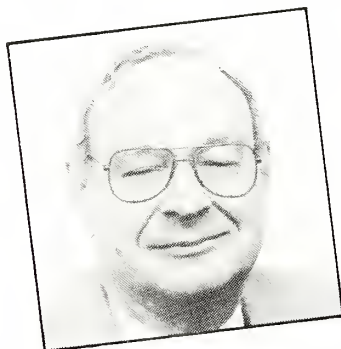
David Sharpe, FPS (Home Counties), Past chairman and Board member since 1968. Studied at School of Pharmacy, Chelsea College, registered in 1957. Acquired first pharmacy in 1960, and in 1964 took over proprietorship of a North London pharmacy which he still owns.

Elected to PSGB Council 1967, to the Executive committee of the NPU in 1968, to the Central NHS (Chemists Contrac-

prietor pharmacist with one shop. Was first elected member of Chemists Contractors Committee who was not a member of the NPA executive.

Mr Priest describes the NPA as an organisation that can speak from strength on behalf of proprietor pharmacists but he would like to see it having more influence with DHSS and the Government in the future. The NPA should act as a "bonding agent" between PSGB, PSNC, and the profession.

Hobbies are music, art, walking.



Donald Ross, MPS (East), Past chairman and Board member since 1977. Apprenticeship with Timothy Whites under Leslie Calvert. Is now proprietor pharmacist with one shop in Lincolnshire, and says he is presently resisting a local doctor's application for consent to a dispensing service. Member of PSNC, deputy member of Rural Dispensing Committee. Member of the "Apothecaries of Jazz." Married with one daughter.

Greater than the sum of the individual services offered by NPA is the fact that pharmacists have someone to turn to in trouble, he says. More awareness of the NPA by politicians and the public and a "glossier image" are areas for development within the organisation. And for community pharmacists he would like to see more professionalism and less of the "profit at any price" mentality.

Hobbies are jazz, playing the guitar, cricket and pharmacy politics.



tors) Committee (now PSNC) in 1972. Chairman of PSNC since 1978 and president PSGB in 1979. Appointed to the Health Education Council in 1981 as pharmacist representative. 1983, visiting professor at the School of Pharmacy, University of Minneapolis, USA.

Mike Thornton, MPS (South), Board member 1980. Studied at Bradford University, registered 1955. Worked as a representative for Ciba-Geigy (1959-63) before opening own shop, now has four. Is director of a manufacturing, wholesaling, and retailing company. Married with three children, lives in Hampshire.

Mr Thornton would like to see greater ownership of pharmacies by pharmacists in the next few years.

Hobbies are golf and horse racing.



Peter Taylor, FPS (West), Immediate past chairman and Board member since 1977. Studied Welsh School of Pharmacy, registered 1953. Managed independent pharmacy for five years in Cardiff, then moved to Stoke-on-Trent where he has lived for 28 years. Is now managing director and superintendent pharmacist of four shops. Married with three children. Member of Staffordshire, FPC, vice-chairman Staffs LPC and president of Newcastle-under-Lyme Chamber of Trade.

The NPA's most important service, says Mr Taylor, is that it promotes the interest of its members wherever it can. But financial help for members who want to buy their own pharmacies or expand their present businesses is an additional service he would like to see offered.

Hobbies are music and golf.

Andrew Watson, MPS (nominee of the Scottish Pharmaceutical Federation), new Board member. Studied at Royal Technical College Glasgow (now Strathclyde University). Registered 1956. Managed Boots branches before acquiring own business in 1967. Proprietor pharmacist, one shop, lives in Dumfriesshire. Married with two children. Is vice-chairman Scottish Pharmaceutical Federation, and member of executive Pharmaceutical General Council (Scotland).

Nuffield is the confirmation of the NPA's own expectations for pharmacy says Mr Watson. "These are realisable and now have support outside the profession."

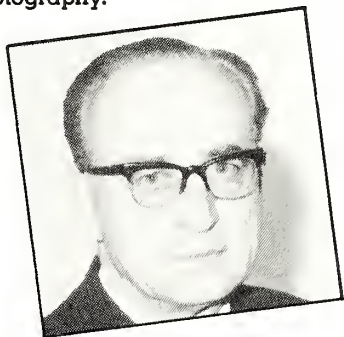
Hobbies are Rotary, motoring, photography, snooker and military history.



John Wilford, FPS (South East). Past chairman and Board member since 1962 (with gaps). Registered 1937. Partner in a pharmacy. Married with two children, lives in Bexhill-on Sea, East Sussex.

The NPA should continue to be as forward leading as active as it is now, says Mr Wilford "It should not just respond to outside stimuli". Its most important contribution to the professional is the fact that it exists and every aspect of the organisation is vital to members at times of need.

Hobbies are gardening, music and photography.



Robert Worby, FPS (North East London). Past chairman and Board member since 1971. Studied at Framlingham College, Suffolk, SW Essex Technical College, and Chelsea Polytechnic. Spent six months at Whipps Cross Hospital, London and six months in general practice before registering in 1953. Now proprietor pharmacist, one shop in Walthamstow. Married, three children, lives in Essex.

Professional indemnity and a constant update on all information pertain-



ing to practice plus prompt and reliable advice from officers when necessary are the major bonuses of NPA services says Mr Worby. Full recognition of the community pharmacist's advisory role is the major "plus" of Nuffield, he says. And he hopes chemists will rationalise stock to concentrate on pharmacy and merchandise.

Hobbies are pharmaceutical politics, offshore cruising and jogging.



Bernard Brown MPS, (Scotland), Board member since 1983. Educated at Dundee School of Pharmacy. Worked in industry for Lilly and Distillers. Managing director and superintendent pharmacist Johnson and Adams Ltd, Dundee, then

moved to R. Gordon Drummond Ltd. Is proprietor pharmacist. Member of the Institute of pharmacy management and Council member of the Scottish Pharmaceutical Federation for 21 years.

Mr Brown considers the interpretation of the law as it affects retail pharmacists as one of the most important services offered by NPA, and he would like to see the organisation become involved with pension fund management.

His hobbies include travel, caravanning, and music.

Biographies and comment from Board members Mr Peter Gleeson, Mr Roy Jones and Mr David John Thomas will appear in *C&D* next week.

COMING EVENTS

Eurocophar London first plus Minister

Unichem have announced details of the programme of events for the 1986 Eurocophar Conference in London which is being held in London for the first time, from September 28 to October 1.

The Conference will be officially opened on Monday 29 September by Baroness Trumpington on behalf of the Government. The theme this year is "Co-operating for Health."

Unichem's management services director and Eurocophar president Mr David Walker describes the event as one of the most important in recent times. He hopes the three day programme will give delegates and their partners the perfect blend of business and social events. For further information, contact Alison Bremner on 01-723 3444.

Richardson for openers

John Richardson Computers will have their new premises at St Benedicts House officially opened by the Pharmaceutical Society's President on May 21.

The company are inviting managing directors of major wholesalers and pharmacy chains to the opening. Projects on show include the direct link between the Prescription Pricing Authority and pharmacies, an automatic ordering system and a counterprescribing aid called Medihelp.

John Richardson Computers are planning an open day for local pharmacists later in the year.

Wednesday, May 14

Essex Local Pharmaceutical Committee. The County Hotel, Rainsford Road, Chelmsford at 8pm. Mr Alan Spivack, Regional Member, PSNC on "the New Contract." Mr Stephen Axon, secretary PSNC, will also attend

Thursday, May 15

Study evening for community pharmacists on "Head Lice," Easton Lodge hotel, 118 Wolsley Road, Rugeley, Staffs at 7.30pm. Details from Bob Trick, 0795-42838.

South Western Regional Health Authority. Course for pharmacists, Lyngford house, Taunton, "Topics of ENT " Details from Mrs M. L. Thompson (0272) 423271. Ext 309.

Advance information

East Anglian Chemists Golfing Society, Ipswich Golf club, Wednesday, May 21. Further information from James Cook, (Norwich 22868).

The 1986 Christmas Beauty Fair. The Mount Royal Hotel, Bryanston St, Marble Arch, London W1, July 6-9, 9.30am-8pm (6pm Wednesday). Details from Exhibition Organiser, Martin Cooper, 131 London Road, St Albans, Herts.

Pharmaceutical Society Regional Meeting. Avon Room, Post House Hotel, Southampton, Wednesday, June 11 at 7.30pm. Mr W. Darling on Nuffield Report.

Society of Cosmetic Scientists, diploma course in cosmetic science at The Polytechnic of the South Bank, Borough Road, London SE1, starting on Monday September 22. Further details from General Secretary, Society of Cosmetic Scientists, Delaport House, 57 Guildford Street, Luton LU1 2NL.

NPA backs stronger voice for retailers

The National Pharmaceutical Association is backing a move to form a single organisation acting for both retailers and manufacturers at national level.

The National Chamber of Trade and Association of British Chambers of Commerce are planning to merge. And by doing so they will end years of confusion in the minds of the public and Government departments alike, says NCT director general Leslie Seeney.

"The move will mean administrative economies and a better service to members," said Mr Seeney. Traditionally his organisation serves retailers, and Chambers of Commerce manufacturers. But there is some overlap. "Some 10 per cent of APCC members are retailers and

we have 10-12 per cent of members involved in industry," explained Mr Seeney. "And we deal with similar issues such as taxation and the YTS."

NCT members — among them the NPA — overwhelmingly backed the idea at last week's annual meeting. NPA director Tim Astill said a united national body would have a stronger voice than two separate organisations. Now the APCC is waiting for the green light from its members at their AGM next week. And Mr Seeney thinks the merger could begin next year.

But there will be no pressure on local Chambers to amalgamate. "There will be one or two people who might raise an eyebrow about this especially if there is some local competition between them. But all we're talking about is a merger of the national bodies," stressed Mr Seeney.

New drug plant

US pharmaceutical company Sterling Drug is investing £11.3m in a new manufacturing plant in Eire.

Backed by the republic's Industrial Development Authority, the plant at Dungarvan, County Waterford should come on line in 1988 employing around 150 people and producing pharmaceuticals initially for export.

A wanted man?

Beecham have admitted that their search for a "rather special man" to be their next chairman is proving difficult.

The post has been vacant since Beecham ousted Sir Ronald Halstead last November. Lord Keith of Castleacre has been filling in since then. "It is taking a

little longer than we would have hoped to find a new chairman but we are looking for a rather special man," Lord Keith told C&D. "We want to find someone with experience of running and organising a large multi-national but also with experience of the pharmaceutical business."

The search has now been extended to the US where Beecham have a billion and a quarter dollars sales. But the new chairman will not take over all Sir Ronald's previous responsibilities. "John Robb will remain as managing director," said Lord Keith. "I am a strong believer in having the two roles split and not having an all-powerful chairman at the top."

The Chemical Industries Association has published an up-to-date list of UN numbers identifying chemical substances and their potential transport hazards. Members get a 50 per cent discount on the £20 catalogue which is available from CIA Ltd, 93 Albert Embankment, London.

Wellcome get mixed results

In their first set of results since entering the market, Wellcome have reported a profit drop of £6.8m before tax for the first six months of this year.

Despite their enthusiastic reception in January — shares shot up to nearly 240p at one point — Wellcome had been sending warning signals of the effects of exchange rates. As a result, the 10 per cent fall in profits was greeted with some relief.

Wellcome chairman Alfred Shepperd claims that when adjusted at the 1986 exchange rates, 1985's interim turnover would be £429.4m, rather than £507.3m. This would mean a 16 per cent rise in 1986 to £497.6m. By the same token, adjusted interim pre-tax profits for last year would have been £51m — meaning a 26 per cent increase in the first half of this year.

But although US healthcare sales are up by 17 per cent (in dollars), the UK home market shows a rise of only 4 per cent to £54.4m — bringing a fall in trading profits from £30.9m to £28.6m. Mr Shepperd puts this down to "difficult trading conditions." And the animal health business is still bringing losses on top of the starting up costs for Coopers.

"The Coopers Group management is applying great energy to the problems," comments Mr Shepperd. "It is recognised that the task is not easy for them."

Bowater buy

Bowater Industries are speeding up their acquisitions as part of a general revamping programme.

Now that the company's big spend on the UK tissue business is tapering off, says chairman Dr Ingram Lenton in the 1985 report, there is room to develop the acquisitions policy. "Our primary concentration is on faster development of our newer businesses in packaging and selected fields of service industry." Bowater have already invested £32m in acquisitions this year, compared with £24m in the whole of 1985.

Major investment was put into the UK tissue products in 1984, finishing in 1985, and the company claims this will "...support Bowater-Scott's leadership in soft tissues." Sales for 1985 had fallen from £289m to £283m, but trading profit was up from £12.4m to £16m.

Bowater predict this year's earnings being "more in line with that enjoyed up to 1983" and say prospects look encouraging.



Something old, something new... Tesco have restored this former film studio in Baldock, North Herts as part of their £200m superstore development. But the dressing rooms haven't been replaced by a dispensary — there are no plans for an in-house pharmacy here

De Witt to woo new agencies with subsidiary firm

De Witt have formed a subsidiary company as part of a major expansion policy.

DelaChem Ltd — to be based at the same offices in London — will take over distribution of lines from five companies, including Agfa Photographic, Pifco, Medina, Digifoam and Fade Out. A new management team will be brought in, but initially the business is being set up by Bernard Sparling, who retired last year as Pharmagen's managing director.

De Witt have recently agreed to a merger with New Jersey firm Church & Dwight, but managing director Leon

Godfrey said this had not triggered off the new move. "We had planned this subsidiary before the merger. It's part of what we hope will be a major expansion". Under the merger deal De Witt become a wholly owned subsidiary of the US company (see *C&D*, April 5, p668).

With the financial backing of the larger firm, De Witt can look to larger sales forces and new agencies, said Mr Godfrey. "We have launched products in all the EEC states except Spain and Portugal, and we can also offer export services", he added.

A move to new offices is now planned.

'Tory betrayal' says Astill

NPA director Tim Astill has accused the Government of breaking its promise to lift the paperwork burden from small businesses.

In a letter to Government ministers working on the new Social Security Bill he says proposals to make employers pay out Maternity Allowances contradict the Government's policy of helping small companies cope with red tape. It will cause serious difficulties in the small businesses where most women are employed and where the proprietor already has to do an almost unbearable amount of form-filling and tax gathering for the State, says Mr Astill.

Now CRCs for house chemicals

New rules will ban the sale of dangerous household chemicals unless they are sold in child resistant containers.

The regulations will come into force on December 1, 1987, said Minister for Consumer Affairs, Michael Howard. Household chemicals such as white spirit and paint stripper will only be sold if they are in containers complying with standards approved by the British Standards Institution.

"Regulations have been introduced to improve the labelling of dangerous substances used in the home, so that parents knew they should be kept out of sight and reach of children," said Mr

Howard. "The new child resistant closures rules will ensure that if children do get hold of them, they will not get into the containers to drink the contents."

Mr Howard claimed that if the packaging is as successful here as it has been in the US, referrals of small children to hospital for suspected poisoning by household chemicals could be cut by up to half.

Royal touch from NPA

NPA's Business Aids department is offering a range of Royal Wedding display material for members to use during the run up to the big day on July 23.

Material includes a centrepiece, window kit, penants and posters. Details from Business Aids Dept, National Pharmaceutical Association, Mallinson House, 40-42 St Peter's Street, St Albans, Herts AL1 3NP.

A similar range provided for the Prince and Princess of Wales' wedding has led the department to repeat the idea.

BRIEFS

Over 1,000 new products or varieties were launched into fmccg markets in 1985, according to Nielsen's new product information service. Weekly information is available for an annual subscription of £180+VAT. A.C. Nielsen Co Ltd, Nielsen House, Headington, Oxford OX3 9RX.

Britannia Pharmaceuticals Ltd have changed their address to Forum House, 41 Brighton Road, Redhill, Surrey, Tel: 0737 73741.

Tip Top — selling well

Tip Top Drugstores looked set for a successful market debut as C&D went to Press, following an offer for sale which was 65 times oversubscribed.

"The offer seems to have captured the public's imagination" says Bay Green, director at Kleinwort Benson, who are handling the sale. "It's an exciting company in an interesting sector of the industry."

Applications for 212 million shares were received compared to the 3.2 million on offer. After preferential employee applications, offers for up to 20,000 shares went on weighted ballot.

Kodak check on names

Kodak are re-naming their photoprocessing monitoring service Kodak Colour Check.

The service is to be advertised on television and POS material will be available from develop and print laboratories, say Kodak. A Press and PR campaign will involve more than 1,000 daily and weekly papers as well as specialist women's and home interest magazines and local radio stations, the company adds.

When people are disappointed with their photos it's usually because the colours are not right, say Kodak. "The new name 'Colour Check,' was therefore created directly to address this concern."

Baby at M&S

Marks and Spencers are expanding their baby products range with new toiletries and nursery furniture.

The company says the new lines are a natural extension of their baby-wear departments. The toiletries — which were test marketed last year and are now on sale at 40 stores — include baby powder (£0.75), and zinc and castor oil cream (£1.99). Both Terry and disposable nappies are now in more than a hundred stores.

Monday sees the launch of "baby hardware," which includes a pram push-chair (£110) and rocker chair (£19.99), at the ten biggest stores. The company says there are no plans yet for baby foods or further extension to the range.

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Sangers snap up FitzGerald

Edi FitzGerald is to become managing director of Sangers Photographic from June 1.

Mr FitzGerald is currently director of Halliday & Partners, a marketing consultancy.

In his new position at Sangers he will be responsible for developing the company's wholesaling of photographic and video goods, entry into new markets and an involvement in new company acquisitions.

Up to June 1, FitzGerald will continue to act for Hallidays in their role as marketing consultants who have undertaken a marketing audit both of Sangers and of the photographic industry, the findings of which it is now Sangers' intention to implement.

Prior to joining Halliday's Mr FitzGerald spent five years with Konica UK who saw an eight fold increase in turnover during the four years that Edi FitzGerald was sales and marketing manager.

In his new position Edi FitzGerald will report to Jeremy Peace, chief executive and majority shareholder in Sangers. "My intentions are clear," Peace stated, "I am looking to Sangers as a spring-board from which to develop a group operating in its current and other areas. This growth will be achieved both through acquisition and organically; there is great potential in more efficient marketing, wholesaling and distribution, as consumer manufacturers search for ways of cutting the escalating costs of getting their goods to their customers."

New directions

A directory of drug abuse services, "Drug Problems — Where to get help", is being co-sponsored by Abbott Laboratories — who are committed to funding 30,000 copies to be distributed via their medical representatives to GPs and hospital casualty units throughout Britain. The directory was compiled as a result of collaboration between the BBC programme "Drugwatch" and the Standing Committee on Drug Abuse. The directory is also to be available in libraries, Citizens Advice Bureaux and a range of voluntary and statutory organisations.



Cambridge pharmacist Harold Moore has some crystal-clear ideas on how he's going to spend his retirement. A keen opera fan for many years he's going to leave 30 years of community pharmacy behind and write a book on "Opera for the Layman." Unichem's Walthamstow branch manager David Goulding (right) presented Mr Moore and his wife with the retirement gift.

Mr Bruce's party . . .

Over 100 people were present at Aberdeen pharmacist Douglas Bruce's retirement party.

Mr Bruce, a pharmacist from Ferryhill, Aberdeenshire, was presented with a video recorder, television and an inscribed silver salver. Mr Bruce and his father before him have provided Ferryhill with a pharmaceutical service for almost a century.

George Berry MPS, managing director of local wholesaler William Davidson Ltd, also paid tribute to Mr Bruce at the party.



Glasgow pharmacist Bill McManus had a stroke of luck recently, winning the Glasgow Pharmaceutical Society's one-day golfing competition at Barassie. The event was one of 12 like it to be sponsored by Cox Pharmaceuticals this year and their area manager David Cuthbertson (second from left) presented the winner with the Cox trophy.

Bayer in concert for industry

Chemical and pharmaceutical company Bayer UK Ltd played host to 6,000 concert goers in London and Manchester over the bank holiday weekend.

The 100-strong Philharmonic Orchestra from Bayer's parent company in West Germany played to invited audiences at the Free Trade Hall, Manchester and the Royal Albert Hall, London.

It is the fourth time the Bayer Philharmonic Orchestra (established 1904) has visited England. Players are all employees of the company in Leverkusen West Germany, and although technically amateurs, they play to professional standards under the direction of leading West Germany conductor Rainer Koch.

Oral-B Laboratories: Brian Soutter, previously director of consumer marketing at the Australian headquarters, has been appointed marketing director.

Fujimex: Danny Williams, who used to cover North East England, is now the national accounts manager.

L'Oreal: Pierre Sajot, formerly managing director of Cacharel, becomes managing director, replacing Reinfried Spazier who leaves to head the German subsidiary.

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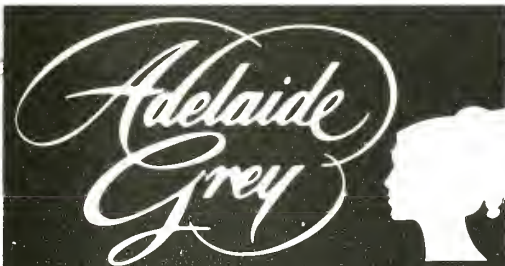
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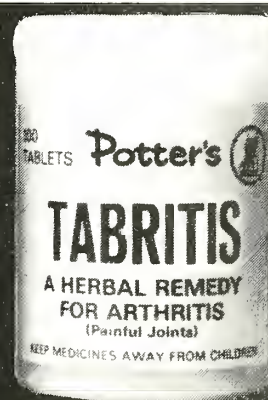
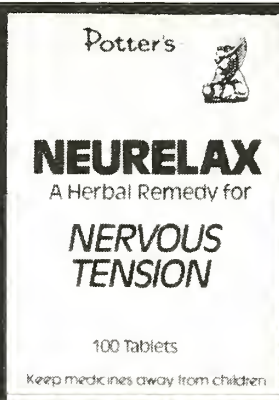


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